



Role: Chief Marketing Officer
Location: Remote (United States)
Information:
Employees: 40
<https://www.myalloy.com/>

Company Overview

Alloy is the leading direct-to-consumer women's health company focused on the health and wellbeing of women seeking solutions to the symptoms of aging, beginning with perimenopause and menopause. Alloy is driven to improve women's health and the cultural conversation around women in the prime of their lives and has assembled a team of high-profile, nationally recognized experts. We provide direct access to healthcare providers as well as the medicine and other products that serve women best. We have been featured in the New York Times, The Washington Post, Oprah Daily, Vogue, and the Today Show, among other media outlets.

Opportunity for Impact

We're seeking a visionary Chief Marketing Officer to join our executive team and architect the next phase of our growth story. Reporting directly to our Co-CEO, you'll transform our marketing function into a strategic growth engine while establishing Alloy as the undisputed category leader.

This is a rare opportunity to build something extraordinary—leading a world-class marketing organization across Brand & Creative, Growth & Analytics, and Communications & Community. You'll have the resources, runway, and executive support to create marketing that doesn't just drive growth, but defines an industry.

What You'll Accomplish

Shape Our Growth Trajectory Develop and execute a comprehensive marketing vision that accelerates our path to market leadership, expands into new segments, and drives exponential growth. Your strategy will fuel aggressive growth targets and market expansion goals.

Build a World-Class Marketing Organization Lead and scale marketing teams across Brand & Creative, Growth & Analytics, and Communications & Community. Establish frameworks for accountability, performance, and career development that attract and retain exceptional talent.

Drive Market-Defining Brand Strategy Craft a compelling brand narrative and content strategy that positions us as the category creator, not just a player. Ensure message consistency and impact across every channel and audience touchpoint.

Scale Marketing Excellence Implement the team structure, systems, and talent strategy needed for efficient scaling. Make critical leadership hires and build specialized functional expertise that keeps us ahead of the competition.

Master Performance Marketing Partner with our Head of Data to establish best-in-class analytics, attribution models, and performance optimization. Drive measurable improvements in acquisition, retention, and lifetime value.

Enable Company-Wide Success Collaborate with Product, Engineering, and Operations leadership to ensure marketing strategy accelerates company objectives and supports expansion into new markets and product lines.

Lead Category Creation Spearhead brand evolution and market positioning initiatives through integrated campaigns, strategic partnerships, and thought leadership programs that establish market authority.

Provide Strategic Leadership Serve as a trusted advisor to the executive team and board, delivering market insights, competitive intelligence, and growth recommendations that inform company strategy and investment decisions.

Optimize Marketing Investment Oversee marketing budget allocation with a focus on measurable ROI and optimal resource deployment across all marketing channels and initiatives.

What You Bring

Proven Healthcare Marketing Leadership Senior marketing leadership experience at a successful digital D2C healthcare company, with demonstrated success scaling organizations through multiple growth phases.

Brand Legacy & Category Definition Experience building or defining world-class, marquee brands in consumer, beauty, or digital health sectors. Track record of creating brand equity and market positioning that elevates categories and establishes lasting competitive advantages.

Executive Marketing Expertise 15+ years of progressive marketing leadership, including C-suite or equivalent roles with management of 25+ professionals. Track record of building and scaling high-performing marketing teams.

Team Building Excellence Proven ability to hire, develop, and retain senior marketing talent while building organizations that deliver exceptional results at scale.

Executive Presence Exceptional communication and presentation skills with demonstrated ability to influence board members, investors, and C-suite peers in complex organizational environments.

Strategic Analytics Mastery Deep experience establishing data-driven marketing organizations, including advanced analytics, attribution modeling, and performance optimization capabilities.

Hypergrowth Experience Successful track record leading marketing through rapid growth phases, including expansion, new product launches, and market category development.

Subscription Business Acumen Extensive experience with subscription and membership models, particularly in direct-to-consumer health, wellness, or related regulated industries.

Budget Management Excellence Expertise managing multi-million dollar marketing budgets across diverse channels, with proven ability to optimize resource allocation and maximize ROI.

Regulatory Navigation Experience in highly regulated environments (HIPAA, FDA, etc.) with success building compliant marketing operations and risk management frameworks.

Education Bachelor's Degree in Marketing, Business, Communications, or related field. MBA or equivalent advanced degree preferred.

Why This Matters

This role offers the unique opportunity to lead marketing at the forefront of a rapidly expanding industry while making a meaningful impact on women's health and well-being. You'll have the resources and executive support to build something significant—a marketing organization and brand strategy that defines the future of women's healthcare.

Join us in transforming not just a market, but the lives of millions of women who deserve better healthcare solutions.

What We Offer

At Alloy, you will be joining a kind, passionate & driven team, with a mission and a sense of humor. As part of the early team, you'll have real autonomy, ownership, accountability within a flexible work environment. Benefits include:

- Competitive salary & equity package with mid-stage equity
- Comprehensive health benefits (medical, dental, vision)
- 401K
- Fully remote role
- Flexible time off policy

Equal Employment Opportunity

We are committed to equal opportunity in the terms and conditions of employment for all employees and job applicants without regard to race, color, religion, sex, sexual orientation, age, gender identity or gender expression, national origin, disability, or veteran status.

As part of our commitment to ensuring a legal workforce, Alloy Health, Inc. participates in E-Verify, an electronic system used to verify employment eligibility. Your employment eligibility

will be confirmed through the E-Verify system. For more information about E-Verify, please visit

www.dhs.gov/E-Verify.

[E-Verify Participation Notice](#)

[Right to Work Poster](#)

Point of Contact

Alloy Women's Health has retained Employment Practices Group to manage this search. We appreciate your desire to stand out amongst the crowd, but **please do not contact Alloy directly**. Please [complete an application](#) to register your interest. Alternatively, you may contact [Joe Borsari](#) at EPG.