

Global Head of Ecommerce at [Pink Elephant](#)

Pink Elephant is a venture builder and investment company developing an ecosystem of progressive mental health solutions. Our portfolio combines media, diagnostics, e-commerce, telemedicine, and technology to make evidence-based therapies and holistic practices more accessible. Through our media platform *States of Mind*, we create high-quality content, diagnostic tools, and a curated provider marketplace, helping people navigate options from psychotherapy and ketamine therapy to wellness supplements and mindfulness practices. We focus on Europe and other advanced markets, preparing infrastructure for the coming wave of psychedelic and mental health innovation.

Our mission is to destigmatize and expand access to progressive mental health solutions—ranging from advanced therapies to holistic practices—supporting both individuals with clinical conditions such as depression, anxiety, or PTSD, and those seeking to strengthen their overall mental well-being. We combine scientific rigor and evidence-based standards with clear, accessible communication to make these tools understandable and usable for everyone.

Responsibilities: what you will drive

Concept & Strategy

- Craft the condition-based e-commerce vision, value prop and business model: to monetize traffic by selling legal products across CBD and other categories (shaping demand out of microdosing market) - in markets where those categories are legal - Zamnesia model;
- Map customer journeys and design acquisition funnels that blend paid media, owned media, influencers and community touch-points.

Diagnostics & Assortment

- Integrate digital self-diagnostics (incl. micro-dose tracking) that personalise product recommendations - in order to shape demand through private label/partner brands
- Build and continuously optimise a SKU matrix for each condition, balancing own-brand, third-party and marketplace inventory.

Financial Architecture

- Build bottom-up financial models for each target country (pricing, duties, logistics, taxes).
- Own P&L, CAC/LTV targets and scenario planning; refine unit economics as data arrives.

Go-to-Market & Growth

- Stand-up acquisition channels, run rapid experiments to nail CAC payback, and optimise funnels & merchandising (UGC, reviews, bundles).
- Scale traction marketing (influencer programmes, affiliates, SEO, paid social/search).

Investment & Stakeholder Management

- Translate insights into crisp investment decks; defend funding rounds and milestone budgets in front of the Builder IC and external co-investors.
- Prepare country-specific launch plans

Team & Process

- Recruit and lead a cross-functional micro-team (growth, merchandising, ops, analytics).
- Implement data, experimentation and reporting rituals that enable fast iteration.

Experience: what you bring

- **Full-stack growth & commercial skills** — comfortable switching between media buying dashboards, supplier negotiations and P&L models.
- **Regulated-category fluency** — experience in wellness, supplements, med-tech, CBD, or adjacent sensitive regulated niches.
- **Data obsession** — decisions start with numbers, end with experiments.
- **Storytelling & influence** — can secure budget from a board at noon and brief creators at 3 p.m.
- **Cultural fit** — bias for shipping, radical candour, curiosity about psychedelics-driven mental health.