

Managing Director, CycleTel™, India

Are you an entrepreneur, up for the challenge of leading the introduction and scale up of a life-changing innovation in India? Do you have experience operating a lean start-up, brokering strategic partnerships across sectors, and pivoting strategy to mitigate risks and embrace opportunities? Are you motivated by using technology to create social change, especially improving women's access to health services? This is your chance to join and shape a fast growing, mobile health (mHealth) service at a critical inflection point.

CycleTel™ is an mHealth innovation, developed and tested in India, that is positioned to be the first ever family planning method offered via SMS. No doctors, no visits to the health clinic—CycleTel puts family planning knowledge and use in the hands of couples, on their mobile devices. Based on the Standard Days Method® (SDM) of family planning, the service has the potential to reach millions of women in India who have access to a mobile phone.

CycleTel seeks a Managing Director (MD) for its successful market launch and rollout in India. The candidate will have an exceptional track record of innovation and entrepreneurship in start-up environments in India. The MD will be seasoned in product development and market shaping, taking a new idea to the mainstream consumer market. S/he will have a deep understanding of the mobile landscape in India and have led a social or mobile enterprise from conception to launch. The MD will be a key member of CycleTel's core management team, and will lead the Indian-based team.

CycleTel is an initiative developed and incubated by Georgetown University's Institute for Reproductive Health (IRH) in Washington, DC. IRH works to reduce unmet need for family planning by increasing fertility awareness and expanding access to family planning methods.

POSITION SUMMARY

Lead the introduction strategy and scale-up operations of CycleTel in India, responsible for introducing CycleTel as a market-based family planning solution with the goal of sustainable scale-up within four years. Responsible for overall enterprise functions, including establishing business operations, developing and delivering on a market rollout plan, hiring and managing staff, securing high-level go-to-market partnerships, mobilizing strategic advisors, and managing donor relationships and reporting. Work in close partnership with and report to the Lead Managing Director, based in Washington, DC.

ESSENTIAL FUNCTIONS

- Develop and deliver on an implementation strategy to enable the deployment, operations, expansion, and sustainability of CycleTel in India.
 - Establish and manage appropriate in-country enabling partnerships, especially with mobile network operators and telecom partners.
 - Undertake exercise to map potential distribution and demand generation partners.
 - With Marketing and Sales Director, devise and deliver go-to-market strategies and distribution partnerships. Support the customer engagement process, from customer acquisition to engagement and retention strategies.
 - Oversee scale-up plans, quality assurance tactics, and financial benchmarking.
 - Test and assess revenue generating strategies, iterating on business model hypothesis and pricing schemes.
- Manage critical private and public sector partnerships in India, including with government, NGOs, mobile network operators, and other social enterprises.
 - Forge relationships in the mobile and technology sectors to position CycleTel as a Value Added Service (VAS).
 - Cultivate stakeholders within the India government to ensure support of CycleTel activities and partnerships with other public sector family planning initiatives.
 - Represent CycleTel at meetings and conferences. Promote dissemination and utilization of CycleTel program results in a number of formats, including donor reports, institutional publications, journal articles, conference presentations, mHealth gatherings and social media.

- Set up and manage business operations in India necessary to launch and operate CycleTel as a market-based solution.
 - Hire and manage appropriate team members.
 - Set up and manage appropriate legal and financial structures.
 - Responsible for all in country operations, including oversight of contracts, financial metrics and payments.
 - Establish internal systems and structures for daily operations.
 - Assess business viability of CycleTel throughout implementation.

QUALIFICATIONS

You are a seasoned entrepreneur, with...

- Demonstrated expertise in bringing innovations to market, especially in the India marketplace.
- Proven entrepreneurial experience leading start-up enterprises, either as the founder of a previous organization or with experience taking entrepreneurial approaches within previous roles.
- Ability to work in an unstructured environment, and develop systems with an institution building mindset.
- A deep understanding of essential business functions, including marketing, product/brand management, competitive strategy, and finance.
- Creative problem-solving skills, with ability to bring others along with key decisions and strategies.
- An ability to work with and across sectors, forming alliances and partnerships.

You are a senior manager and leader, with...

- 7-10 years of experience of business management and/or enterprise development.
- Strong business acumen and excellence in organizational management with the ability to coach staff, develop high-performing teams, set and achieve strategic objectives, and manage a budget.
- Networks and relationships within the technology and mobile landscape required.

You are a strong communicator, with...

- Persuasive passion for sharing our mission, potential and impact; an energetic champion that excites others about CycleTel and its value proposition.
- Proven ability to document and communicate results to donors and other partners and stakeholders. Familiarity with U.S. Agency for International Development reporting a plus.
- Excellent communication skills in English; written/spoken fluency in Hindi required.
- Notable interpersonal skills and collegiality. A team player.

You are motivated by improving lives and creating an impact, with....

- Passion and experience bringing life-changing and life-savings products, services, and information to customers who need them most, at a socially affordable price point.
- Sensitivity to cultural norms and values, especially pertaining to gender and family planning in India.

Your education, professional network, and industry expertise includes...

- A Master's degree, in business administration, international development, or social sciences.
- In-depth knowledge of, and participation in, the Indian social enterprise landscape.
- Deep understanding of the mobile telecom market and value-added services.
- Knowledge of social innovation, mHealth, family planning, and women's health issues a plus.

Location: Delhi, India. Location within India is negotiable.

Reports to: Lead Managing Director, CycleTel

How to Apply: Please send cover letter and CV to the CycleTel team at abe25@georgetown.edu, no later than **Wednesday, October 16th** with the subject line "CycleTel Managing Director Application". Candidates will be contacted for interviews on a rolling basis. Please apply early.