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| Position: Vice President of Marketing | |
| Department: Marketing | Location: Menlo Park, CA |
| Reports To: CEO | Supervisory Role: N |
| Revision Date: 4/10/2026 | FLSA: Exempt |
| Position Summary | |
| <p>May Health is a precommercial stage, venture backed, medical device company committed to transforming care for women with Polycystic Ovary Syndrome (PCOS). PCOS is an endocrine disorder which affects >10% of women of childbearing age. PCOS is a leading cause of female factor infertility, as women with PCOS are unable to ovulate consistently or at all. In addition to fertility struggles, women suffer for years from hormonal imbalance which causes irregular periods, acne, thinning scalp hair, and excess hair growth on the face and body. Half of PCOS sufferers will develop type 2 diabetes by the time they are 40, and all are at increased risk of heart disease and stroke.</p> <p>May Health's Anavi System enables a one-time, office-based procedure intended to restore ovulation in women with PCOS-related infertility who do not respond to, are contraindicated to, or decline first-line therapies. The company is advancing development of this novel treatment approach in the U.S. under its REBALANCE pivotal IDE trial in eligible women with PCOS-related infertility. The study is designed to support submission to the U.S. Food and Drug Administration (FDA) for marketing authorization. May Health has also achieved a CE Mark for the Anavi System and is planning for a limited European launch in 2027.</p> <p>May Health's VP Marketing will report directly to the CEO to develop, communicate, and ensure implementation of the Company's commercial strategy and objectives across the organization. A pivotal member of the leadership team, the role of May Health's VP Marketing is multifaceted, involving strategic planning, marketing leadership, business development, product management, support for cross-functional initiatives including clinical trial execution and regulatory submissions, and special projects as needed.</p> | |
| Essential Job Functions | |
| <p>Core Responsibilities:</p> <ul style="list-style-type: none"> • Drive commercialization strategy for Europe and US for new product and ensure successful pre-launch, launch and post-launch activities. Create a phased, strategic marketing plan, identify and execute all deliverables needed. • Work closely with key opinion leaders to ensure adoption of technology and support marketing efforts; leverage research and studies to ensure clinical and operational argumentation. • Partner with Clinical Affairs to support the design and execution of patient recruitment strategies in support of the REBALANCE and future studies • Capture and represent VOC, and partner closely with R&D to provide customer perspective to inform product development pipeline. • Develop and execute strategy to demonstrate health economic benefit of products, and drive strategy to ensure market access and adequate reimbursement. • Support fundraising initiatives with creation of diligence materials, data room management, and presentation support. • Develop May Health and product brand strategy including product positioning and visual identity. • Define public relations strategy to identify key influencers and partners and create and disseminate editorial content. Manage communications including press releases, social media, FAQs, and other mediums to ensure both internal and external stakeholders are informed of key activities. • Develop processes and identify key partners to ensure efficient and high-quality production of marketing materials and sales tools, including print, digital, etc. Ensure a strong and consistent brand presence and positioning at key conferences, tradeshows and industry events. • Monitor and disseminate market intelligence. • Manage marketing budget to ensure best use of funds to support marketing mix. • Maintain the highest standards of ethics in all circumstances • Ensure compliance with the Company quality system and all applicable guidance, standards and regulations | |
| Qualifications, Experience, and Education | |

- Strategic thinker with the ability to formulate long-term commercial marketing strategies and value propositions that connect with the overall strategy of the business.
- Analytical skills to aggregate data, identify key trends and insights, and make informed decisions to guide Company strategy.
- Solid project management skills to handle multiple projects, manage timelines, and be responsive to multiple cross-functional stake-holders.
- Enthusiasm for the hands-on approach necessary for success in a lean, high growth environment.
- A goal-oriented individual who operates with a high sense of urgency.
- Bachelor’s degree or equivalent. Master’s degree preferred.
- 10+ years of marketing experience in medical technology.
- 5+ years prior management experience.
- Commercial experience in a small company environment in the pre-commercial and launch stages.
- Proficient in Microsoft Office.
- Must possess excellent written and verbal communications, management, and leadership skills.
- Travel required, including domestic and international: 25%-40%
- Located within commuting distance of Menlo Park, CA.

Working Environment and Physical Requirements

This position requires on-site work as noted above. On-site work occurs in a standard office environment with typical lighting, ambient noise, and temperature controls.

Physical Demands:

- Ability to sit or stand for extended periods while performing desk-based tasks.
- Capability to lift and carry light objects (up to 10 pounds), such as laptops, documents, or equipment.
- Willingness to walk between departments or attend in-person meetings while on-site.
- Adaptability to vary environmental conditions, including changes in lighting, noise, and temperature.

Estimated Salary Range: \$265k-\$300k. Individual compensation packages depend on factors unique to each candidate, including skill set, experience, and qualifications.

May Health is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, disability, age, sex (including sexual orientation, gender identity and transgender status), national origin, veteran status, genetic information, or any other classification protected by federal, state, or local law. Our workplace culture values and promotes diversity, inclusion, equal employment opportunities, and a work environment free of harassment and hostility. May Health is committed to providing access, equal opportunity, and reasonable accommodation for individuals with disabilities in employment, its services, programs, and activities.

Applicants must be authorized to work for any employer in the U.S without restriction.