



## **BOARD OF DIRECTORS POSITION**

Virtuo is seeking an industry expert with a technology background and scale-up experience within a multi-sided marketplace. Although foremost a governance board, we are looking to leverage your operational strategy and knowhow in building out our homeownership ecosystem. The new member will be highly valued when providing guidance to a scaling business and ensuring we have the right framework to deliver on our aggressive strategic plan.

Qualified candidates will be well versed in the startup world, with direct experience building and growing a technology company. Marketplace expertise will be a highly regarded for this leader as we engage on a pivotal year – where we are leaning on all of our team members to deliver. Proven successful leadership and previous board experience is beneficial.

### **Position Responsibilities**

Standard board meeting requirements are expected. Ideally, we are looking for an individual with the drive to go beyond and leverage your experience and strategic thinking. We'd love to have someone to collaborate with on market strategies and bring your knowledge to the board room table.

### **Desired Experience**

This is a desired list across a number of areas of expertise, rather than a requirement. We are looking to find an individual with the right mix of experience and know-how to help us achieve our vision.

#### **Leadership**

- A proven track record leading a team & company to success – ideally at the board level

#### **Technology & Product**

- Multisided marketplace experience & understanding building out an ecosystem
- Scaling a tech platform/company

#### **Marketing & Sales**

- B2B2C experience in a multisided marketplace
- Product marketing strategy across pricing, positioning, acquisition & engagement
- Strategic partnerships to drive acquisition and growth

## **Who is Virtuo?**

Virtuo is a privately held, Calgary-based tech startup. Our home concierge platform has redesigned the entire homeownership journey to turn this often painful and stressful journey into a first-class experience. By leveraging technology and building the experience around people and their communities, we are creating a connected and streamlined homeownership experience that delivers the promise of home to everyone, everywhere.

Collectively our leadership team has decades of experience in this industry – giving clear first-hand insight into the challenges homeowners encounter. Multiple key team members have built startup and family businesses to multimillion global successes - and are driven to solve the fragmented nature of the homeownership journey and scale this business. We have an awesome service with great people, and now we just need the right people to help us deliver our vision to the world.

## **How to Apply**

Interested candidates can contact Tracy Baker at [tracy.baker@virtuo.com](mailto:tracy.baker@virtuo.com) by **19 Feb 2021**. We look forward to hearing from you!