



## Chief Marketing Officer

The Coretec Group Inc. (Coretec) is seeking an experienced marketing professional to lead a growing marketing team working across multiple markets centered on advanced energy storage, semiconductor, LED, and solar. The candidate will be experienced in marketing across these or similar advanced technology markets. The primary focus is building a presence online in all relevant markets to drive web traffic which leads to prospects in the sales funnel. Also, as Coretec is a public company on the OTC market, your responsibilities will include marketing to the general public and to investor communities to build awareness and drive traffic which, in complement to commercial activities, will result in a higher company valuation.

This position reports to the CEO, will be held accountable for marketing metrics by the Coretec Board, and is a full-time contract position. Coretec sells materials and licenses technology into several advanced technology markets and we are continually identifying new applications in tangential markets which have need for similar advanced materials, and share similar channels to market, sales cycle processes, technology adoption, and related support. This preferred candidate will work in partnership with the Coretec sales and business development team, and will be responsible for leading all content generation and all marketing activities, including social media, communications, and company website optimization.

### Responsibilities and Objectives:

1. Lead Coretec's social media marketing and Brand recognition within relevant industries
2. Lead all content creation, messaging, and brand positioning
3. Identify key customer discussion groups and online presence, and engage in thoughtful discussions that result in sales funnel leads
4. Identify terms and key words for use in Ad words and searches and optimize hit rates and effectiveness of SEO.
5. Identify, organize, and track Coretec's presence at technical conferences, trade shows, and other events; regularly gather leads at professional events and marketing accordingly
6. Provide market intelligence and product guidance with regard to positioning the Coretec technology within relevant markets
7. Identify new applications for Coretec technology which are discussed in relevant markets
8. Expand Coretec's brand and market reach including international markets
9. Develop a 3, 6, and 12-month marketing plan

**Desired Qualifications:** The preferred candidate will have a bachelor's degree or equivalent business and technical experience, with experience marketing high value advanced materials with long sales cycles. The preferred candidate will have experience in the marketing of a public company using social media marketing. Please



provide an Application/Cover Letter with links to your previous online marketing endeavors.

The preferred candidate will be a highly motivated “self-starter” and should be comfortable operating in a highly autonomous fashion. The candidate will work closely with the CEO and other members of the senior management team, but he or she will often need to develop their own strategic sales and marketing direction without regular oversight. He or she will be primarily responsible for companywide marketing and continually update and improve web presence, traffic, and social media.

**Compensation:** Compensation for the Chief Marketing Officer is a contracted rate invoiced monthly. There is a 90-day probationary period and upon successful completion this position will be considered for participation in the company stock-option plan. Hourly rate and equity consideration levels will be commensurate with the candidate qualifications and will be performance-based.

**Location:** This position is based in Ann Arbor, MI.

For more information about The Coretec Group Inc. see: [www.thecoretecgroup.com](http://www.thecoretecgroup.com)

To apply or request more information regarding this position, email: Michael Kraft, CEO at: [mkraft@thecoretecgroup.com](mailto:mkraft@thecoretecgroup.com) and please cc the Coretec Office Manager at: [lmccarthy@thecoretecgroup.com](mailto:lmccarthy@thecoretecgroup.com).