



# Wanted



## Chief Growth Officer / CGO

Wecan Group has developed a privacy-enforcing suite of products from a blockchain infrastructure to messaging systems and a confidential social network.

Our products are currently used by more than 100 financial institutions.

We have launched our Wecan Token to strengthen our international development and create a B to B to C community.

### About this role

We serve a greater mission to bridge the gap between Web 3.0 and the Institutional World.

Therefore, we are looking for a Chief of Growth to lead our marketing strategy, our international expansion, the management of our customer communities and build a team.

The chief growth officer CGO of Wecan Group will occupy a leadership role as C-Level and will be responsible for managing the company's growth internationally.

Each of the teams will benefit from the guiding hand of the CGO:

- **Marketing:** The CGO designs the strategy and ensures all marketing activities are derived from a specific value proposition, which can be analysed and measured as customers encounter the campaigns. Then, these insights are given to sales, to give them the context they need to improve nurturing and conversion.

- **Sales:** The CGO designs the strategy and ensures that all sales activities stick to the value proposition throughout the entire sales process. The success of the strategy must be precisely measurable. Then, insights from the sales team are relayed back to the marketing and product teams, to be taken into consideration for future campaigns and feature developments.

- **Product:** The CGO keeps an eye on all product development activities, ensuring that they are in line with priorities and deliver value to the customer. Then, once again, insights are relayed to the other teams to optimise acquisition, activation, revenue, retention and referral.

### Responsibilities

- Responsible for the marketing strategy
- Management of marketing teams
- Reshape the organisation
- Measure and provide support for revenue generation and audience growth and adoption
- Observe daily operations of the company to identify new opportunities for initiatives
- Develop a strategic plan by collaborating with the leadership team and executives
- Ensure suitable metrics are in place to measure performance and progress
- Set up goals and targets
- Monitor execution of business initiatives
- Initiate partnerships with Web3 and Institutional leaders
- Shape the communication narrative to support our long-term goals
- Support the development of go-to-market and go-to-community plans for Wecan and come up with creative strategies to grow the community in the market, including brand positioning, marketing approaches, KPIs, and ROI
- Explore utility and cross-marketing opportunities to generate more awareness and in turn liquidity for the Wecan token
- Sustain and expand our Network community by strategically managing the community managers and social media communication

## Requirements

- 3-5 years experience as CMO / CGO
- Experience in a blockchain company
- High level of interest/ knowledge in the Crypto and Web3 space
- Proven track record of strategic intuition when assessing opportunities, establishing deal terms and negotiating
- Good knowledge of social media trends and technology and how these can be used to identify and build relationships with best-fit strategies.
- Operates at a high level of intensity, acting with a sense of urgency without sacrificing excellence
- Ability to embrace change and shift gears in a dynamic environment with rapidly changing priorities
- Data-driven, fast-learning, flexible doer, who requires little day-to-day handholding
- Ability to Work in English and French. German is a must.

## About Wecan

Wecan is a Swiss based company created in 2015. We co-create, run and scale joint ventures to transform socio-economic paradigms through pioneering blockchain solutions. We address our partner's needs in different industries through our blockchain competencies and a co-creation process.

### Our vision

At Wecan, we believe that successful digital technologies are built around people and they are shaped by people's needs. After an era of exponential digitalization growth, the rise of mobile phones dramatically increased the usage of online service... We believe that the next ten years will increasingly focus on trust, privacy and security. We believe that blockchain and zero knowledge proof are a much-needed change of the way digital services have been built up to now. And we firmly believe that it is urgent to start putting those features at the heart of business models right now.

### Why join Wecan?

From your first day, you will actively contribute to the blockchain innovative project used by companies with national and global reach. You will be working on projects to reshape businesses, invent new products, and transform some paradigms using the latest technologies.

**Could we spark your interest?**

**We look forward to receiving your application!**

Please send your CV to [vincent@wecangroup.ch](mailto:vincent@wecangroup.ch)

Get additional insights on Wecan Group by following us on [LinkedIn](#)

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**Contract:**  
Permanent contract

**Availability:**  
As soon as possible

**Location:**  
Geneva, Switzerland

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