# Growth & Product Strategy Lead

Location: Remote – U.S. (CA, CO, TX, IL, NJ preferred)

Type: Full-time

## About Enduvo

Enduvo is an immersive content platform that lets anyone create, deliver, and measure 3D training—no code required. Airmen, clinicians, and technicians alike use Enduvo to cut training time and boost learning outcomes. We’re a fast-moving, mission-driven startup backed by real-world impact and bold vision.

## The Role

You’ll own the growth engine and help steer product strategy. Roughly 70% of your time is classic growth marketing (acquire → activate → retain → expand). The remaining 30% is product‑management work: sizing markets, scanning competitors, shaping pricing, and informing the roadmap. This hybrid seat is perfect for a data‑driven marketer who loves influencing what we build next.

## What You’ll Do

### Growth Marketing (~70%)

* Run paid & organic acquisition (Google, LinkedIn, DoD/defense channels, partner ecosystems).
* Improve onboarding flows and PLG motions (free trials, AI nudges, templates).
* Launch lifecycle programs (email, in‑app, push, paid retargeting) to reduce churn.
* Build dashboards for CAC, LTV, funnel conversion, and cohort retention; drive A/B tests across UX, messaging, and offers.

### Product Strategy (~30%)

* Analyze industry trends, competitive moves, and pricing models across commercial, healthcare, and defense training markets.
* Maintain a simple market‑sizing and competitor matrix; share insights that shape roadmap priorities.
* Partner with Product & Engineering to propose new features, packages, and price points.
* Validate concepts with rapid experiments and user interviews; fold findings into go‑to‑market plans.

## Success Metrics

* CAC by segment (defense, healthcare, commercial)
* Trial‑to‑Paid and Lead‑to‑Activated conversion rates
* 30‑/90‑day retention and engagement
* Marketing‑sourced ARR & pipeline (MQLs, PQLs)
* Impact of pricing/packaging changes (ARPU, win rate)

## What You Bring

* 5+ years in SaaS or AI‑enabled product growth; bonus for XR or training tech.
* Track record of full‑funnel growth experiments and PLG wins.
* Comfort with MarTech and data stacks (GA4, Mixpanel/Amplitude, Segment, HubSpot, SQL a plus).
* Experience sizing markets, benchmarking competitors, and recommending pricing strategies.
* Clear communicator who can translate data into product bets and go‑to‑market actions.
* Bias for rapid testing, iteration, and cross‑functional teamwork.
* Bonus: exposure to defense, healthcare, or other regulated industries.

## What We Offer

* Remote‑first culture with flexible schedules
* Unlimited Flexible Time Off + 9 paid holidays
* Medical, dental, and vision coverage
* Pre‑tax and Roth 401(k) with employer contribution
* Stock option grant program

Ready to shape both growth and product at Enduvo? Send your résumé and a brief note on a growth or product win you’re proud of to work@enduvo.com.