



INDIGO

---

# Chief Information Officer

## Reporting to CEO

November 2020

# Overview

## At a Glance

					
TITLE	EXPERIENCE	LOCATION	COMPENSATION	INDUSTRY	COLLABORATING WITH
Chief Information Officer (“CIO”)	15+ years	Remote/Travel as Necessary	Salary + Bonus	Health & Wellness Technology	CEO

## The Company

*Good health isn't a destination, it's a lifestyle.*

For more than thirty years, our objective has been encouraging vitality amongst older Americans. We empower people to live healthier lives, regardless of age. Our business has focused on getting people out of their homes and into gyms, physical therapy sessions and other face-to-face healthy-lifestyle courses.

Then a pandemic changed the world as we knew it. Our target demographic became the most vulnerable population. To fulfill our mission of empowering and engaging adults to live their best healthy lives through nutrition, fitness and social connection, we have to reimagine the way we provide value to our customers. We have an audience of 18 million, but only regularly interact with one-sixth of our users. There is incredible opportunity to engage with our consumers on a much broader level. Think Peloton meets Oprah.

Our newly appointed CEO is leading the way for big change. We are ready to disrupt our industry with executives who can work with a startup mentality inside our thriving, established business.

Indigo has been retained by a \$500MM, publicly held provider of healthy-lifestyle solutions. The company interacts with millions of consumers through its portfolio of brands. With more than four hundred employees and an energized C-Suite, this organization has never embraced change and innovation as much as it has now. As they reposition their offerings to suit customers impacted by a pandemic, this company is investing in executives to drive them forward.

**Interested? This is what they're looking for.**



### **The CIO will be charged with...**

- Leading Data Management & Business Analytics, Platform Engineering & Enterprise Architecture, Corporate Systems and IT PMO, and Product Engineering.
- Craft a future vision for our technology and systems that aligns with business strategy across our organization.
- The digital transformation of our organization introducing cutting-edge technologies.
- Building and launching new digital products and service offerings.
- Implementing data-driven, IT strategy, platforms and programs.
- Growing and developing our tech teams and capabilities.

### **We are seeking a CIO who will...**

- Oversee the selection, deployment, monitoring, maintenance, and budget of digital solutions and cutting-edge capabilities
- Operationalize and execute on big ideas and strategies.
- Lead with integrity and character.
- Scale and monetize products and service offerings.
- Flourish in a lean, start-up environment.
- Embody equal parts visionary and hands-on builder

### **The CIO will help to position and grow the company's reputation as....**

- A modern destination and resource for health and living.
- A household name amongst its customer base.
- A company that promotes living, vitality and health to its customer base of older adults, often forgotten by big brands and marketers.
- A customer-centric, digital business and employer of choice where creativity and innovation thrive.



### **You'll Shine as CIO as a ...**

- Technology savant who inspires trust and welcomes collaboration.
- Builder, innovator and creator who can execute and deliver on big ideas and cost saving projects.
- Thought leader in cutting-edge technology and digital transformation.
- Trusted advisor and partner across all capabilities of the organization.
- Confident leader with the courage to test, fail, learn, and scale fast with minimal resources.
- Leader that inspires up, down and across the organization.

### **What's in Your Toolbox...**

- Digital/IT industry thought leadership.
- Fifteen or more years of experience building, innovating and leading IT, products and services organizations.
- Track record of building scalable digital products that drive business growth.
- Experience leading a digital transformation while being a thought leader for resident technology.
- Customer experience and digital business transformation leadership with articulated results.
- Strong financial acumen, P&L experience and/or operational leadership for a digital capability, product or service line.
- Expert knowledge of data strategy, security, and information technology solutions and services (the players, the people, the tools and technologies).
- Exceptional analytical, conceptual and problem-solving abilities.

### **What's in your heart...**

- Character and integrity as the foundation for all that you do.
- Curiosity to understand how systems are built, work and scaled.
- Desire to make a positive impact on peoples' lives.
- Yearning to join a mission-based organization.
- An entrepreneurial spirit and drive to build and grow.
- Confidence and courage to lead major change.



# The Details



## Position Responsibilities

- Lead the development and execution of our digital transformation which will include cutting-edge technologies/capabilities.
- Develop business cases, concept development and financial models for new products and services.
- Participate in overall business planning, bringing a current knowledge and future vision of technology and systems as related to the organization's competitive position.
- Determine long-term organization-wide information needs and develops overall strategy for information needs, systems development and hardware acquisition, and integration including mainframe, mini, macro, and client/server computing applications
- Cultivate, build and manage key alliances and partnerships to develop new product and service offerings.
- Ensure integrity of organization-wide data, proprietary information, and related intellectual property through information security and access management
- Lead and inspire a lean IT/engineering team whose skills span across multiple capabilities.
- Lead successful organizational change consistent with our mission, culture and values.
- Stand as a strategic thought leader helping to position and grow our reputation as the leading health and wellness destination for older adults.
- Position our brand as an employer of choice for talent, and as a home to sustainable innovation.
- Stand as our brand ambassador and thought leader, speaking at conferences and publishing thoughtful content.



# The Candidate



## Position Qualifications

### **Educational and Professional Experience**

- 15+ years of related work experience in IT and business/industry with at least 8+ years of experience leading scaled, matrixed, collaborative teams
- Working technical knowledge of current hosted, public, private, and hybrid cloud environments.
- Experience developing overall strategy for information needs, systems development and hardware acquisition, and integration including mainframe, mini, macro, and client/server computing applications
- Strong vendor management, negotiation and partner relation skills to identify and leverage resources internal and external to the enterprise to enhance capabilities that support business objectives
- Effective influencing and negotiation skills in an environment in which resources may not be in direct control of this role
- Knowledge of applicable data privacy practices, HIPAA, and SOX regulations.
- Application of appropriate regulatory or statutory compliance, including SOX, GDPR, and information security
- Bachelor's Degree in the field of computer science/engineering or information systems; Masters preferred
- ITIL certifications preferred

# Connect

Indigo is a members-only service that connects a competitive pool of C-Level executive members with a select number of forward-thinking, high-growth organizations. Only Indigo can offer its executive members prestigious access to these professionally, financially, and personally rewarding opportunities.



**Camille Fetter**  
FOUNDER AND PRESIDENT

The founder of Indigo Search Partners, Camille helps build high-impact executive leadership teams. During her career as an executive recruiter, she has repeatedly matched stellar candidates with blue-chip clients with unsurpassed enthusiasm. Camille's intense focus, complemented by her engaging personality, thorough understanding of digital ecosystem and expansive network, has led to exponential growth of the firm.



**Sue Hardek**  
EXECUTIVE SENIOR PARTNER

For the last 20+ years, Sue has earned admiration and respect in the digital industry as a dynamic and resourceful Talent Executive. Sue leads C-level executive searches at Indigo across marketing, media and eCommerce. She has curated a network of digital executive-level talent that spans the globe. Sue holds a bachelor's degree from Villanova University and can be seen cheering on the Wildcats during basketball season.



**Joe Eisel**  
ASSOCIATE PARTNER

Joe brings over 15 years of recruiting experience, with most of it focused on Advertising & Marketing Technology. He has successfully placed Directors on the upswing of their careers through executive-level leaders overseeing national and global teams responsible for hundreds of millions in top-line revenue. Joe specializes in the high-technology industry working with well-funded start-ups to Fortune 500 market leaders.



**Elise Wirtz**  
RESEARCH DIRECTOR

Elise brings more than a decade of national digital, marketing and communications recruiting for executive level roles at professional services firms, start-ups, major corporations, agencies and non-profits. Supporting leadership with more than just recruiting, Elise serves as a consultant and advisor, helping marketing leaders define their hiring and position needs – and then leading the search to find that special candidate who can transform the team.



# Interested in learning more?

[indigosearchpartners.com](http://indigosearchpartners.com)

Camille Fetter  
Managing Partner

312-857-3668

[camille@indigosearchpartners.com](mailto:camille@indigosearchpartners.com)

Sue Hardek  
Executive Senior Partner

312-925-6021

[sue@indigosearchpartners.com](mailto:sue@indigosearchpartners.com)

Joe Eisel  
Associate Partner

310-594-4269

[joe@indigosearchpartners.com](mailto:joe@indigosearchpartners.com)

Elise Wirtz  
Research Director

847-334-2483

[elise@indigosearchpartners.com](mailto:elise@indigosearchpartners.com)

