



## **POSITION OVERVIEW**

Job Title: Vice President, Marketing  
Business Title: *Vice President, Marketing*  
Job Code: VPMARKCOM  
FLSA Status: Exempt  
Department: People & Culture  
Reports to: SVP, Marketing  
Location: Nashville, TN preferred  
Draft Date: 06/24/2026  
Revision Date: N/A  
Approved By: Jalie Cohen  
Role: People Leader

## **POSITION SUMMARY**

Mosaic Clinical Technologies is reimagining what's possible at the intersection of AI, radiology, and clinical workflow, and we're looking for a Vice President of Marketing who is ready to help us define the category. This is a rare opportunity to join a high-growth healthcare AI company at an inflection point: the technology is proven, the market is ready, and we need a bold, hands-on marketing leader to accelerate our commercial trajectory. This role reports to the SVP of Marketing, Radiology Partners; supports and works closely with President of Mosaic Clinical Technologies and Chief Business Development Officer.

This is not a role for someone who manages from a distance. You will be in the arena, crafting the go-to-market strategy, building the sales enablement engine, shaping the brand, and personally driving the marketing execution that moves pipeline and wins market share. You will think at the level of the market and execute at the level of the work. If you are energized by the speed and possibility of a tech startup, passionate about the transformative power of AI in healthcare, and ready to build something that genuinely matters, this is your moment.

## **POSITION DUTIES AND RESPONSIBILITIES**

### **Go-to-Market Strategy & Execution**

- Own and drive Mosaic's end-to-end go-to-market strategy, from defining target segments and ICP to building repeatable launch playbooks that scale as we grow.
- Translate AI-powered clinical capabilities into market narratives that are clear, compelling, and irresistible to health system buyers who are navigating a rapidly changing landscape.
- Build and continuously sharpen Mosaic's competitive positioning and value proposition in a market where AI in healthcare is evolving at breakneck speed.
- Personally lead major product launches, owning the messaging, coordinating across functions, and driving measurable adoption outcomes.
- Move fast and iterate faster: test GTM hypotheses, learn from the market, and refine the playbook with the urgency a growth-stage company demands.



## **Sales Enablement**

- Build a high-impact sales enablement function from the ground up, one that directly accelerates pipeline velocity, shortens sales cycles, and gives our team an advantage in competitive deals.
- Create a best-in-class content arsenal: pitch decks, ROI tools, battle cards, one-pagers, demo scripts, case studies, and objection handlers that make every rep more effective the moment they walk into a room.
- Embed yourself in the sales motion: understand what is winning and losing deals in real time, and close those gaps through targeted content, sharper messaging, and focused enablement programs.
- Develop persona-driven content that speaks directly to the distinct priorities of clinical, operational, and financial decision-makers inside health systems.
- Create a tight feedback loop between Sales and Marketing so that field intelligence continuously sharpens strategy and content, eliminating the misalignment between what the market says and what marketing produces.

## **Brand Strategy & Market Positioning**

- Own the Mosaic brand, including voice, identity, messaging architecture, and positioning, and build it into something the healthcare AI market recognizes, trusts, and gravitates toward.
- Position Mosaic as a category leader at the forefront of AI-enabled clinical workflows, not just another software vendor in a crowded field.
- Drive thought leadership that puts Mosaic's perspective at the center of the conversations that matter most, from clinical conferences to trade publications to boardroom discussions.
- Craft compelling brand narratives that resonate across multiple audiences: health system executives, clinical champions, investors, and strategic partners.

## **Demand Generation & Pipeline Growth**

- Design and execute integrated demand generation programs — digital, content, events, and partnerships — that build a consistent, high-quality pipeline for the Sales team.
- Own marketing's contribution to revenue: set ambitious targets, hold yourself accountable, and deliver results that make you an indispensable growth partner to the business.
- Harness data and analytics to relentlessly optimize spend, double down on what converts, and cut what does not work. No vanity metrics, only outcomes.
- Build account-based marketing (ABM) programs targeting the health systems and enterprise accounts that represent the highest-value opportunities for Mosaic.

## **Product Marketing**

- Be the connective tissue between Product and Sales, ensuring that every new AI capability Mosaic ships is matched by rapid and thoughtful messaging that makes the market take notice.
- Lead product launch planning and execution end-to-end, coordinating across Product, Sales, and Customer Success to maximize market impact.
- Stay relentlessly close to the competitive landscape. In a space moving as fast as healthcare AI, positioning that was sharp six months ago may already be stale.
- Develop customer content that drives deep adoption of Mosaic's AI tools, converts users into advocates, and builds the kind of retention that underpins sustainable growth.

## **Marketing Leadership & Execution**

- Lead and grow a lean, high-performing marketing team, setting a high bar, moving with urgency, and modeling the hands-on approach that a startup demands of its leaders.



- Manage agency and contractor relationships for design, content, PR, and digital, getting the most out of every dollar and every partner.
- Drive integrated campaigns that span the full funnel and deliver measurable outcomes, from brand awareness to closed revenue.
- Bring structure and momentum to the marketing function without losing the agility and experimentation that make startup marketing thrive.

### **Cross-Functional Collaboration**

- Operate as a strategic voice on the leadership team, contributing to company strategy, investor storytelling, and key commercial decisions, not just executing on others' directions.
- Work shoulder-to-shoulder with Sales, Product, and Business Development to ensure marketing is tightly aligned with pipeline and revenue goals at all times.
- Champion a culture of customer-centricity and data-driven decision-making across the organization.
- Build and sustain the kind of cross-functional trust that turns marketing into everyone's competitive advantage, not a department others work around.
- Promotes communication and cooperation among teammates to create a spirit of unity in the department.
- Works closely with leadership and teammates to improve work relationships, build morale, and increase productivity and retention.
- Provides day-to-day performance management guidance to direct reports (e.g., coaching, counseling, career development, disciplinary actions).
- Performs other duties as assigned.
- Up to 15% travel as needed.

### **KNOWLEDGE, SKILLS, AND ABILITIES**

- Knowledge – B2B product and solution marketing for technology and/or AI-enabled products; go-to-market strategy and launch management; market segmentation, personas, and buyer journeys; competitive intelligence and category dynamics; pricing and packaging concepts; sales enablement best practices; analyst relations, PR and customer advocacy programs; thought leadership strategy and editorial governance; experiential and event marketing fundamentals (portfolio strategy, field activations, and event measurement); healthcare and/or enterprise technology stakeholder environments.
- Skills – Strategic go-to-market planning and prioritization; positioning and messaging development; executive-level communication and storytelling (written, verbal and visual); cross-functional influence and stakeholder management; sales enablement content creation and training; customer and market research (qualitative and quantitative); event and experiential planning (objectives, audience strategy, onsite storytelling, and follow-up motions); thought leadership development (POVs, abstracts, keynote narratives, webinars, and long-form content); KPI definition and performance reporting; budget and vendor/agency management; translating complex technical concepts into clear business value.
- Abilities – Ability to lead through directors/managers and align teams around shared commercial outcomes; set clear priorities and operating rhythms across launches, enablement, events, and content; influence executive stakeholders and earn credibility with technical and clinical leaders; balance competing priorities and make timely, high-quality decisions; operate comfortably in ambiguity and fast-changing product environments; synthesize data and qualitative inputs into actionable insights; manage sensitive/confidential information with discretion.



**REQUIRED QUALIFICATIONS**

- 10+ years of progressive marketing leadership experience, with at least 3–5 years owning marketing strategy and hands-on execution in a senior role.
- Proven experience in a B2B technology startup or high-growth company — you have built or meaningfully scaled a marketing function, not just managed an established one.
- Deep expertise in go-to-market strategy in a fast-moving technology environment — you have launched multiple products into competitive markets and built the repeatable playbooks that made them stick.
- Demonstrated success building sales enablement programs that measurably moved the needle on pipeline conversion, win rates, and sales cycle velocity.
- Experience in healthcare or health technology — you understand the complexity of health system buyers, the dynamics of clinical and operational stakeholders, and the stakes involved in selling into this market.
- Hands-on execution capability: you write the copy, build the decks, run the campaigns, and manage the tools yourself when needed. You lead from the front, not from a status update.
- Fluency in AI and technology trends, particularly as they apply to healthcare — you can hold an intelligent conversation about what AI means for clinical workflows and why Mosaic’s approach matters.
- Strong analytical instincts — you are data-literate, ROI-focused, and unafraid to make the case for marketing’s contribution to revenue.
- MBA preferred.

**PREFERRED PROFESSIONAL SKILLS AND EXPERIENCE**

- Experience in healthcare services, radiology, diagnostic imaging, clinical informatics, or an adjacent healthcare AI vertical.
- Familiarity with the enterprise health system sales cycle and the art of navigating multi-stakeholder, long-cycle B2B deals.
- Experience with ABM platforms and CRM tools such as HubSpot or Salesforce.
- Track record of scaling a marketing team as a company grows from startup to scale-up.
- A genuine passion for the potential of AI to improve patient outcomes — you want to work on something that matters, not just something that scales.

**Physical Activities**

Ascending or descending ladders, stairs, scaffolding, ramps, poles and the like.

Never       Occasionally       Constantly

Moving self in different positions to accomplish tasks in various environments including tight and confined spaces.

Never       Occasionally       Constantly

Remaining in a stationary position, often standing or sitting for prolonged periods.

Never       Occasionally       Constantly

Moving about to accomplish tasks or moving from one worksite to another.

Never       Occasionally       Constantly

Adjusting or moving objects up to 15 pounds in all directions.

Never       Occasionally       Constantly

Communicating with others to exchange information.

Never       Occasionally       Constantly

Repeating motions that may include the wrists, hands and/or fingers.

Never       Occasionally       Constantly

Operating machinery and/or power tools.

Never       Occasionally       Constantly



Operating motor vehicles or heavy equipment.

Never       Occasionally       Constantly

Assessing the accuracy, neatness and thoroughness of the work assigned.

Never       Occasionally       Constantly

**Environmental Conditions**

Low temperatures.

Never       Occasionally       Constantly

High temperatures.

Never       Occasionally       Constantly

Outdoor elements such as precipitation and wind.

Never       Occasionally       Constantly

Noisy environments.

Never       Occasionally       Constantly

Hazardous conditions.

Never       Occasionally       Constantly

Poor ventilation.

Never       Occasionally       Constantly

Small and/or enclosed spaces.

Never       Occasionally       Constantly

No adverse environmental conditions expected.

Never       Occasionally       Constantly

**Physical Demands**

Sedentary work that primarily involves sitting/standing.

Never       Occasionally       Constantly

Light work that includes moving objects up to 20 pounds.

Never       Occasionally       Constantly

Medium work that includes moving objects up to 50 pounds.

Never       Occasionally       Constantly

Heavy work that includes moving objects up to 100 pounds or more.

Never       Occasionally       Constantly

I have reviewed this job description and I understand all my job duties and responsibilities. I am able to perform the essential functions as outlined. If I have any questions about job duties not specified on this description that I am asked to perform, I should discuss them with my manager or a member of the Human Resources team.

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Support Teammate’s Signature

\_\_\_\_\_  
Date