



## ROLE SPECIFICATION

for the position of CHIEF OPERATING OFFICER & MANAGING DIRECTOR

with MyDIO SA (Operating Company under licence to My Drop in the Oceans)

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## THE COMPANY

The **mission** of the association My Drop in the Oceans is to “Empower people to value Nature”. To this end My Drop in the Oceans has developed a commercial system, where all actors are financially rewarded for their participation. This makes the system a sustainable business both, economically and in relation to the environment. It is called the “MyDIO Ecosystem”. Within this context My Drop in the Oceans has catalysed the creation of an operating company called MyDIO SA which, initially, is licensed by the association to focus its business development within the scope of promoting sustainable transport.

There are four basic partners to this **system**:

1. *Consumers*, are rewarded for committing an act which improves the environment, such as reducing their carbon footprint. Their reward comes in the form of a digital currency called the DIO, which they receive against irrevocable proof of “committing a green act”. They are rewarded with actual purchasing power.
2. *Participating Businesses (PB)*, are interested in developing and supporting projects beneficial to the Environment. Consumers are able to use DIO they earned for “committing a green act” as partial payment (up to 5% as a start) of goods at PB’s. PB’s in turn are able to use their DIO within the “MyDIO Ecosystem” including with other PB’s.
3. *My Drop In The Oceans* is the strategist, the issuer of DIO, the administrator of the MyDIO Ecosystem, and the central organ responsible for providing a framework for the admission and advancement of PB’s within the MyDIO Ecosystem.
4. *Communities: My Drop In The Oceans* will consider new ideas or initiatives generated by any groups or individuals that are compatible with the MyDIO ecosystem, for partnership, just as PB’s with the same benefits (Issuance and acceptance of DIO). This will be developed mainly through animation work with the right social network, and through its own online forum.

The MyDIO **business model** is based on the consumer collecting DIO credits for their “Green act” (e.g. a reward of DIO credits valued at up to 20% of the price of each public transport ticket they bought). The consumer can make purchases with DIO from PB’s. The PB’s pay 10% commission to the Operating Company, MyDIO SA, on DIO which they accept, in payment, from consumers.

The **corporate structure**: *My Drop In The Oceans* is creating a digital platform and digital currency that enables all the participants to trade within the MyDIO Ecosystem. It thus needs to be a regulatory entity. It also needs to be the strategist and the guardian of the ideology behind the business. As such it is best structured as a non-profit organization. It is currently registered as an association and will remain an independent entity. The Operations are to be handled by a “for profit” *Main Operating Company*, MyDIO SA which will be responsible for implementing local projects. As the MyDIO Ecosystem develops, local project companies will be formed to handle all local business. These project entities will be paying dues to The Main Operating company, for the knowhow, the technology, the training, the supervision and all necessary assistance it provides. The revenue stream flows from the PB’s to the project company, to the Main Operating Company. The Main Operating Company in turn supports the *My Drop In The Oceans* operating budget.

**What already exists** are two pilot projects (which have demonstrated “Proof of Concept”), a platform for administering the DIO system (with an IOS and Android App), as well as the first commercial project ( currently being discussed with a Swiss Public Transport Company PTC).

**What still needs to be done** is finishing the platform, polishing user experience and overall design, refining the marketing plan, setting up the overall corporate structure, and -importantly- **hiring the COO** and full team for the Main Operating Company, MyDIO SA.

In order to ensure successful start-up and effective management of MyDIO operations, the board of MyDIO has decided to recruit a **Chief Operating Officer (COO)**. The future incumbent will also act as **Managing Director** of the Main Operating Company and its management team.

## THE POSITION

Reporting to the Board of MyDIO and to David French, its Executive Chairman / CEO, the COO will have the following responsibilities and priorities:

- **Management Responsibilities:**
  - implement and manage the PTC project (core task for the COO)
  - develop and coordinate all day-to-day operations of the Main Operating Company,
  - identify and set strategic marketing goals and spearhead the marketing program,
  - act as the public relations liaison and
  - contribute to overall business development.
- **Technical responsibilities:**
  - set up the project management structure,
  - create and manage the processes and (IT) infrastructure required for smooth and compliant operation as well as for coping with the rapid growth and expansion expected,
  - monitor project progress,
  - communicate and report internally and vis-à-vis investors and partners (such as PTC) – consumers, participating businesses and communities - and
  - assume any further specific project management tasks as needed.
- **Origination of further projects/opportunities and potential investors:**
  - ensure the creation of a “pipeline” of further project opportunities
  - co-develop a marketing plan (together with the CEO),
  - carry out market scanning,
  - effectively manage the screening process,
  - negotiate with potential project partners and participating businesses (PBs),
  - oversee internal due diligence,
  - monitor and supervise the projects, coordinating any required external consultancy,
  - develop and carry out presentations to and negotiations with potential investors, and
  - market MyDIO in general to consumers, participating businesses, communities and public authorities, ensuring an effective public relations approach.
- **Leadership responsibilities:**
  - recruit, guide, coordinate, develop and ensure retention of a small professional support team, and
  - create a positive and highly motivating team culture, focused on excellence in execution and in relationship building with all external counterparts.

## CANDIDATE PROFILE

### Experience

The selected candidate will have in-depth professional experience in structuring and managing large-scale, complex, technology-reliant projects as well as an entrepreneurial track record in terms of successfully nurturing and managing start-up businesses through rapid-growth phases of development. While the underlying mission of MyDIO may be a social and environmental one, the model for MyDIO's development and impact is based on a for-profit Operating Company implementing for-profit projects. Hence, he/she must have had five to ten years' experience in senior commercial roles in B2C and B2B settings. Ideally such experience would have been gathered in mass consumer-oriented environments (consumer finance, consumer services, etc.) requiring significant technology support. While an affinity for the cause of sustainable development and for not-for-profit management may be desirable, it is not a requirement for the role.

In view of the near-term international expansion aspirations of MyDIO, the future position holder must have a proven track record of success in working both domestically (Switzerland) and internationally. The ideal candidate speaks fluent French and English and ideally also German. The latter, while not an absolute prerequisite, would be very helpful for successful replication of the PTC project throughout Switzerland.

### Competencies

Qualified candidates for this position will need to have demonstrated the following critical competencies earlier on in their careers:

- **Results orientation**, demonstrated through a successful track record of managing projects on time and budget, which had revenue and/or profit impact. He/she has built a strong track record of achievements in similarly-natured sectors, demonstrated by consistently setting, effectively prioritizing and meeting/exceeding challenging personal objectives, quantitative targets or deadlines. Strong quantitative and analytical skills will allow him/her to clearly define, assess and measure achievement of results, while a pro-active, "can do" and entrepreneurial attitude will help overcome obstacles in a pragmatic way. His/her strong international project management skills and personal drive ensure structured, timely delivery of results even in complex and ambiguous multi-tasking environments.
- **Collaboration, influencing and relationship management skills**, demonstrated by having worked effectively with a broad mix of different people within an organization, but also with external parties. He/she will have an outstanding ability to self-confidently communicate (in French, English and – ideally - German), build relationships at all levels and convince others of MyDIO's attractiveness. He/she will be experienced in creating, negotiating and coordinating value-added partnerships with various parties, ranging from financial and private investors to a broad spectrum of consumers, to participating businesses, to service providers, to various relevant communities, as well as to government officials and regulators. Thus, he/she must have the intercultural skills to adapt his/her interaction to the needs of counterparts and to national/regional traits.

- **Team leadership**, demonstrated by a track record of attracting, motivating, developing, deploying, and retaining top talent in his/her previous project and line management roles. He/she actively involves the support team in the achievement of targets, resolves issues through collaborative problem-solving and empowers them adequately, resulting in a highly motivated, high-performing team. Normally more a guide and coach, he/she will nevertheless demonstrate assertive and firm leadership when required.
- **Market and technical knowledge**, demonstrated by strong market analysis skills, balanced judgment and excellent project management know-how. He/she will have to be aware of and sensitive to regional and international differences in consumer preference, of broader consumer trends and of best practice market approaches. He/she combines strategic vision and market perspective with analytical skills and financial tools (financial modeling, legal/tax/accounting knowledge) to effectively assess opportunities/risks and drive successful long-term growth.

#### **Other characteristics and requirements**

- Self-motivating, highly energetic and driven; an independent, structured and disciplined, yet humble personality
- Adhere to highest standards of ethics and integrity in his/her business and personal behavior
- University graduate in economics, marketing, law or in any other relevant field of study
- Flexible and mobile, ready to travel, willing to relocate

#### **LOCATION**

Initially (at least for 2-3 years) the position will be located in Geneva. At a later stage, the location may change depending on the development of MyDIO.

#### **TIMELINE**

The start date for this position will be between March 1st - April 1st 2017.

#### **CONTACTS**

Please address your C.V. along with a letter of motivation via email:

hr@mydio.ch

or

Postal Address:

My Drop In The Oceans

9 Chemin de Balaxert

1219 Geneva