



Role Description: **Commercialization Consultant**

September 2021

ABOUT FIELD READY

Field Ready is a non-governmental organization that is dedicated to bringing innovation to international disaster relief. Our vision is to meet humanitarian needs by transforming logistics through technology, innovative design and engaging people in new ways. We make useful items to solve problems locally in various sectors such as health, water, and sanitation. We do this by using the latest technology as well as traditional manufacturing methods. We pass on these skills to others through training and pioneering innovative approaches to the toughest challenges. The impact of this is dramatically improved efficiency in aid delivery by quickly meeting needs and cutting procurement costs. Our approach aims to be truly effective and ground-breaking. For more information, please visit: www.fieldready.org

POSITION SUMMARY

Field Ready is looking for a highly capable Commercialization Consultant (CC) to achieve our aims in diversifying our revenue by monetizing prioritized products and services (examples may include water and sanitation products for government and international organization partners). Working closely with senior organizational staff, the CC will focus on driving acceptance growth in new verticals and within specific segments. An effective CC will combine relevant technical know-how and superb analytical skills (with a special ability to draw in a wide array of concepts and facts to reach new insights) with excellent interpersonal skills.

The post holder reports to the Executive Director, is expected to provide critical support to the international team and make a significant contribution toward the furtherance of organizational objectives. The position holder will be home-based and travel is not expected. The consultancy is anticipated to take 20-25 billable work days over a period of three months (paid by itemized invoice) and may be extended by mutual agreement. This is a special opportunity for someone who wants to help forge a unique approach to improve the delivery of aid.

TASKS TO BE PERFORMED

The following are illustrative responsibilities and may be refined during the consultancy:

- Become familiar with Field Ready's special programmatic approach as well as our basic contractual and ethical obligations.
- In conjunction with senior staff, prioritize product and services that are most ripe for commercialization and develop commercial strategy to bring initial offerings to the market.
- Refine search and due-diligence system, and where necessary conduct follow-up research, of potential commercial partners (funnel) based on recently completed market research.
- Carry out the analysis necessary to support negotiations with commercial partners: product demand modeling, cost analyses, and other market, industry, and financial research and modeling.
- Review and refine market materials.
- Formulate and negotiate co-development, licensing and technology transfer agreements between Field Ready and commercial partner(s). Identify and develop strategies to address any intellectual property issues involved.
- Work effectively with staff to meet project goals efficiently.
- Proactively communicate activities and needs, and, if requested, attended progress meetings.

- Represent Field Ready to outside partners when required.
- Assist program development efforts by, among other tasks, identifying opportunities, potential partners, gathering assessment information, contributing to application preparation and, as directed, negotiate with donors.
- All other duties assigned.

DELIVERABLES

The following outputs are expected but may be tailored/changed during the course of the consultancy based on further discussion and analysis:

1. Strategy document and action plan (not to exceed 10 pages).
2. Pitch deck(s) for specific products/services.
3. Related marketing material.
4. Leads contact sheet and discussions initiated using an analysed and refined funnel.

QUALIFICATIONS

Required competencies:

- At least 5 year's experience in product management or marketing, market research and marketing strategy, agreement negotiation and commercialization strategy development.
- Business development and technology commercialization experience, including experience with different phases of product development process (concept and feasibility to launch and scaling).
- Demonstrated ability to analyze technology and commercialization scenarios and develop options while articulating these to others without specialist backgrounds.
- Must be comfortable working at a global level while working out the specifics at a local level; a familiarity with markets in less developed countries is essential.
- An ability to communicate effectively with others by being articulate in verbal and written English.
- Must have an ability to work quickly, efficiently and effectively.
- Understanding of, and commitment to, social impact.

Desirable criteria:

- Networks: strong connections the investment community and manufacturing sector and ability to use them for the furtherance of Field Ready's mission.
- An eye for and ability to create effective visualizations while following established guidelines.
- Education: The best candidates will likely have an advanced degree in relevant subject (e.g., MBA).

TO APPLY

Submit a cover letter that describes your qualifications, reasons for applying and understanding of the requirements outlined above. This letter should be no more than two pages. Please submit this cover letter along with your CV to: info (at) fieldready.org The title "Commercialization Consultant" must be included in the subject line.

Applications will be accepted on a rolling basis until the position is filled. Thank you for your understanding that we cannot respond to every application.