

Head of Equinet USA (General Manager / Market Lead)

Location: Lexington, Kentucky, USA

Industry: Equine Technology / SaaS / Digital Infrastructure

Employment Type: Full-time

Seniority: Senior Executive

About Equinet

Equinet is building the **digital infrastructure for horse ownership and care documentation**, connecting horse owners, breeders, farriers, veterinarians, and insurers into a unified and trusted ecosystem. Our platform enables structured lifelong horse records — improving asset protection, welfare transparency, insurance integration, and professional collaboration across the global equine industry. Following successful development in Europe and international markets, Equinet is launching its United States operations, starting in Lexington, Kentucky — the Horse Capital of the World.

Role Overview

The **Head of Equinet USA** will lead the company's entry and expansion into the United States market. This role combines market leadership, ecosystem development, and commercial execution. The successful candidate will establish Equinet as a trusted industry platform by building strategic partnerships with breeders, farms, equine professionals, and institutions. This is a hands-on builder role, responsible for translating Equinet's global vision into a scalable US market presence.

Key Responsibilities

Market Leadership & Expansion

- Lead Equinet's US market launch from Lexington, Kentucky
- Define and execute the US go-to-market strategy
- Establish Equinet as a recognized industry platform within the Bluegrass equine ecosystem
- Represent Equinet at industry events, associations, and professional networks

Industry Partnerships (Build relationships with)

- Breeders and stud farms
- Professional horse owners

- Farriers and veterinarians
- Stable networks
- Breed associations
- Insurance and equine service providers
- Develop institutional partnerships enabling large-scale adoption

Commercial Development

- Drive onboarding of horse owners and professional users
- Identify revenue opportunities and partnership models
- Deliver measurable adoption and growth targets
- Support pricing and market positioning for the US market

Operational Leadership

- Build and lead the US team over time
- Coordinate with global product and technology teams
- Provide structured market feedback to product development
- Ensure disciplined execution aligned with company objectives

Brand & Ecosystem Positioning

- Act as Equinet's senior representative in North America
- Position Equinet as a neutral industry infrastructure
- Develop long-term credibility within the equine community

Candidate Profile

Required Experience

- 10+ years of professional experience
- Strong network within the **US equine industry**
- Experience working with breeders, farms, or equine service ecosystems
- Proven ability to develop partnerships and industry adoption
- Experience in business development, operations, or general management

Preferred Background

- Leadership role in equine, agri-tech, sport tech, or SaaS platform
- Experience launching or scaling new initiatives
- Entrepreneurial or startup exposure
- Understanding of horse ownership economics and professional workflow

Personal Attributes

- Relationship-driven leader
- Hands-on operator
- Strategic thinker with execution focus
- Comfortable operating in early-stage environments

Pay Range

The annual salary for this position is between \$120,000- \$150,000 annually.

Compensation

- Competitive executive salary (US market benchmark)
- Performance-based bonus structure
- Long-term incentive plan (non-equity)

Why Join Equinet

- Opportunity to shape the digital future of the global equine industry
- Lead US expansion from the world's most influential horse market
- Build a category-defining platform with international ambition
- High autonomy and leadership impact