

āsmi®

AYURVEDA

Asmi (“I am” in Sanskrit) is an attempt to create sustainable personal care products that are premium and organic in content and packaging and speak to the global audience. The design, created by Nina Bruun, an award winning Danish designer is the core of the brand communication. We start with Ayurvedic Tea and would then expand into home textiles and wellness products. In short, a better and sustainable brand like Rituals and would appeal to -

Our products would be

- organic and developed by Ayurveda doctors
- produced in Germany and Europe as much as possible and transported carbon neutrally – through compensation
- packaged with no plastic
- inclusive – the teas are packaged by the disabled and we are in talks with a prison workshop for wooden accessories

Here is the [Brand video](#) and here is our [Instagram Link](#)

But, we are missing someone!

Asmi is looking for a Sales and Marketing expert who has affinity towards Yoga/Ayurveda who would

- a) co-build and co-execute the marketing strategy online as well as offline
- b) build a sales network of concept stores, premium yoga studios and wellness hotels in Germany/Europe as resellers.
- c) co-build a young and dynamic startup team

Your qualifications:

Bachelor/Master degree in business studies with at least 2 years of experience in sales and marketing

Ideally, you are someone who cares about the planet and have already measured your CO2 footprint! You are interested or have experience in Yoga/Ayurveda and love to travel (of course ecologically). You would like to build a better tomorrow with sustainable products and be a part of a new economy which is not driven purely by profits.

What we offer:

We are a startup based in Bielefeld and we offer an open, dynamic work culture that is anchored in our values of sustainability and respect but fun and flexible. You could be based in Berlin or wherever with regular visits here. Though we do not practice Holacracy, we are a bunch of experts who are best at doing what we are doing without anyone bossing over!

Since we are at the beginning, you can shape the company with us. I am rather looking for a potential co-founder than just an employee who counts the hours of work! Currently, we are bootstrapping and want to build a sales record before going to VC round. That means, we are limited in terms of cash compensation, but are flexible in (virtual) stock options.

If you have read till here and want to know more, then should talk :)

Write to murali@asmi.store or call me at +49 1766 3812 682