



THE WELL HOME.

WE ARE HIRING

Director of Commerce Strategy and Operations

Building the Engine Behind an Entire Marketplace

Show me your home, and I can predict your health.

That's not a metaphor. Where you live shapes how you sleep, how you age, and how long you live. For a century this industry sold beauty and ignored biology. We're here to fix that. The most powerful medicine was never a pill. It's the way we live in our spaces.

The Well Home builds homes engineered to make people healthier and longer-lived, and we intend to make health the way the world builds. This is hard, and it's not for everyone. But if you'd rather change how the world lives than fill another role, keep reading.

ROLE	Director of Commerce Strategy and Operations
LOCATION	Remote. May occasionally require travel.
COMMITMENT	Part-time, fractional. Roughly 20 hrs/week, flexible scheduling. Solo seat to start, with room to grow.
START	Flexible, though sooner rather than later is preferred.
REPORTS TO	Founder & CEO

COMPENSATION

Commensurate with experience. 1099 contractor role. Bonuses considered for hitting key milestones and goals.

About The Well Home

We are disrupting a dinosaur industry. For decades, home building obsessed over how a space looks and ignored what it does to the people inside it. We are rewriting that.

We are the first firm of its kind, founded by a doctor and designer to prove one idea: your home should be your greatest partner in health and longevity. We design living environments that optimize healthspan, aligning air, water, light, and circadian rhythm with rigorous medical science. We call it Restorative Luxury.

The timing is rare. Wellness has become the single greatest driver of value in luxury real estate: among the most requested features in high-end homes, a proven premium on value, and a market projected to reach 1.1 trillion dollars by 2029. We are early, and we intend to own the category.

The Role

We are looking for a builder to help create and run the commerce engine behind The Well Home: the marketplace platform, the supplier network, and the client experience that ties it together. Our engineering team is already at work building the foundation of that platform, and this role is a true partner in that build from the start, not someone brought in after the fact. There is also a foundation of real supplier relationships already in place, and it is yours to grow into a real network.

This division is the commerce foundation the rest of The Well Home is built on, connecting to our design, construction, and client services work rather than sitting off to the side. It calls for a strategic mindset paired with real operational experience: someone who can execute against a defined plan, not just write one, and who is genuinely hands-on and resourceful, doing more with less as we build this out together.

You will work directly with our Founder & CEO and our engineering team, in close, ongoing collaboration, turning sourcing, procurement, supplier relationships, and platform architecture into a marketplace that runs like a real business. What you will own:

- **The commerce engine, built hand in hand with engineering.** Our engineering team is already building the foundation of the platform. Partner with them closely, backend and frontend, to shape it, not inherit it after the fact.
- **The supplier network.** Build and operate our supplier network: grow the relationships we already have and source new ones across categories.
- **Vendor negotiation and trade agreements.** Negotiate agreements with suppliers and vendors, structuring affiliate and commission-based trade relationships that work for both sides, coordinating with outside counsel on contract terms when needed.
- **Product sourcing and curation.** Source and curate products for our marketplace, vetted against our Restorative Luxury and wellness standards, not just price and margin.
- **Custom packages and catalogs.** Curate custom packages and catalogs for individual clients, not just a generic storefront.
- **Client-facing sourcing and procurement.** Work directly with both suppliers and our clients on sourcing, purchasing, and procuring products, including overseeing installation, logistics, and any shipping issues, damage claims, or returns along the way.
- **Catalog and database management.** Own the systems behind it all: catalog structure, database management, and the operational backbone that keeps the marketplace running cleanly.
- **Cross-divisional integration.** This is the commerce foundation the rest of The Well Home builds on. Work across design, construction, and client services so the engine serves the whole business, not a siloed storefront.
- **Metrics and the P&L.** Own the numbers that prove this works: GMV, margin, fill rate, and supplier onboarding time, along with the division's budget and unit economics.

What We Are Asking

In your first 90 days: get up to speed on our supplier relationships and where our engineering team stands on the platform build, become a real partner in that build, and land the first curated packages and catalogs in front of clients. In the months after, turn that foundation into a real division: a marketplace platform built in close partnership with engineering, a growing supplier network, and a commerce engine that connects cleanly across our other divisions, tracks the numbers that matter, and drives revenue you can point to. We are asking you to help build the engine, not just operate it once someone else finishes it.

Who We Are Looking For

This role rests on someone who has actually built a commerce, procurement, or marketplace function before, not just worked a desk inside one. If you have only ever executed against a system someone else designed, this is not the fit.

- **A builder who has done this before.** Substantial past experience having built and operated a similar commerce, procurement, or marketplace function, not just worked inside one someone else built.
- **Proof required.** Real, demonstrated proof of work and experience, not just claimed. We want to see what you actually built.
- **A strategic operator, not just a strategist.** You can set the plan and also execute it yourself, turning a defined strategy into the day-to-day mechanics of a working commerce operation.
- **Hands-on and resourceful.** This is a build-it-yourself role. You do more with less, roll up your sleeves, and do not wait for a bigger team or budget to make progress.
- **Comfortable across backend and frontend.** You understand both sides of a commerce platform: what customers see and how the systems behind it actually work.
- **A skilled negotiator.** You can sit across from a supplier and land an agreement that works for both sides, especially affiliate and commission-based trade structures.

- **Client-facing and hands-on.** You are as comfortable curating a custom package for a client as you are chasing a delayed shipment or coordinating an installation.
- **Entrepreneurial and self-directed.** You do not need a fully built department handed to you. You build it, and you know how to prioritize when everything feels urgent.

A quick gut check. If you need a finished playbook, a big team, or someone else to make the hard calls, this will not be your place. But if co-architecting a marketplace platform with our engineering team, growing a real supplier network, and connecting it all across our other divisions sounds like a great problem to have, read on.

Skills & Experience

- **Commerce and marketplace platforms.** Hands-on experience with ecommerce or marketplace platforms such as Shopify or similar, including both the frontend storefront and backend operations.
- **Database and catalog management.** Comfortable structuring and managing product catalogs and the databases behind them, working directly with engineers to keep them accurate and scalable.
- **Procurement and supply chain.** A track record in sourcing, purchasing, vendor negotiation, and procurement operations, ideally including installation oversight.
- **Supplier network development.** Experience growing a supplier or vendor network from a small base into something larger, including affiliate and commission-based trade agreements.
- **International sourcing.** Comfortable navigating international sourcing, shipping, and customs considerations, since our clients are both national and global.
- **Trade program experience is a plus.** Background with a trade program, vendor marketplace, or supplier network, in fields such as building materials and home trade distribution, or curated online marketplaces, is a strong plus.
- **Client relationship management.** Comfortable being client-facing: sourcing and curating on someone else's behalf, and managing that relationship end to end.

- **Operational and analytical.** You track what actually matters, margins, lead times, fill rates, whatever the real numbers are for a marketplace like this, and let them guide your decisions.

What We Value

- **Good humans only.** Integrity, trust, and discretion are the price of admission, not a differentiator. If you cut corners, this is not the place.
- **Proof over pedigree.** We care about what you have built and grown, not where you went to school.
- **Own it.** We are small. There is no one to hide behind and no one to wait for. You will have real ownership from week one.
- **Say the real thing.** We give each other direct feedback to reach the best answer. Egos stay at the door.
- **Enjoy the build.** This is demanding work, and it should be the most fun you have had in a career.

Compensation

This is a part-time, fractional, 1099 role, roughly 20 hours a week, with flexible scheduling. It is a solo seat to start, with room to bring on additional support as the division grows. Compensation is commensurate with experience, and we will walk through the specifics together. Bonuses will be considered for hitting key milestones, goals, and objectives. Given the access this role has to supplier agreements, pricing, and business terms, this role requires signing a confidentiality and non-disclosure agreement. If it is a strong fit, there is real potential for this to grow into a full-time role as milestones are achieved.

How We Will Work Together

Our process is simple and built on proof, not promises.

- 1 Submit your resume, a portfolio or examples of commerce or procurement work you have built, and references.
- 2 We meet, including time with our founder, to get to know each other.
- 3 Strong candidates move into a short, paid trial project, so both sides can test the fit for real.
- 4 From there, you are onboarded and begin building the engine from day one.

Questions We Would Love You To Answer

Please answer in writing. Be specific. We care far more about real examples and numbers than polished generalities.

- 1** Tell us about a commerce, marketplace, or procurement operation you built or significantly grew, from the platform itself to the supplier relationships behind it. Walk us through what you built and the numbers that prove it worked.

YOUR RESPONSE

- 2** We have a handful of existing supplier relationships, and our engineering team is actively building the foundation of our commerce platform right now. If you started today, walk us through your first 90 days: how you would plug into that platform build alongside our engineers, and how you would grow the supplier network from where we are.

YOUR RESPONSE

- 3** Tell us about a vendor or supplier negotiation you led, ideally an affiliate or commission-based structure. What did you land, and how did you get there?

YOUR RESPONSE

- 4** Imagine a client wants a custom package curated for their home. Walk us through how you would source, price, and deliver that, from the supplier side and the client side, end to end.

YOUR RESPONSE

- 5 Finally, tell us something a resume would never show. A moment you are proud of, or an obstacle you had to overcome to become who you are. We hire humans, not resumes.

YOUR RESPONSE

References

Please share two to three references, ideally including a supplier, partner, or client who can speak directly to a commerce or procurement operation you built. We will reach out only with your permission.

NAME	TITLE & COMPANY	RELATIONSHIP	EMAIL & PHONE

How To Apply

Email your resume, a portfolio or examples of commerce or procurement work you have built, and references, along with your written answers above, to

joinus@thewellho.me

We review on a rolling basis and will be in touch if there is a strong fit. Every application is treated in confidence.

This is a chance to build and run the commerce foundation the rest of The Well Home stands on: the platform, the supplier network, and the client experience that ties it together, inside an industry we are already rewriting. You will work directly with our Founder & CEO and our engineering team from day one, co-architecting the platform rather than inheriting it, with real ownership over how this gets built.

A home well designed gives you a life well lived.



Restorative Luxury · Architectural Wellness | The Well Home is an equal opportunity organization.