

#### 4. CMO (Chief Marketing Officer)

##### Marketing & Growth Strategy

- Develops and executes branding, advertising, and customer acquisition strategies.
- Leads influencer partnerships, social media engagement, and digital marketing campaigns.
- Implements loyalty programs and customer retention strategies.

#### 5. Head of Restaurant Partnerships

##### Restaurant & Vendor Management

- Builds and maintains relationships with restaurants and food brands.
- Negotiates commission structures and exclusive partnerships.
- Ensures restaurants meet quality and service standards.

#### 6. Head of Customer Experience

##### User Satisfaction & Support

- Ensures a seamless ordering and delivery experience.
- Oversees customer service, complaints resolution, and satisfaction metrics.
- Implements AI-driven chatbots and live support systems.

#### 7. Logistics & Fleet Manager

##### Delivery Operations & Optimization

- Manages the delivery partner network and ensures efficiency.
- Implements route optimization for faster deliveries.
- Monitors rider performance and customer feedback.