



Changing the World with Ethical, Unobtrusive Digital Marketing™

Piñata Digital Marketing Inc. — Director of Marketing

SAFE Agreement Appointment — Reporting to CEO, Remote from Continental US

About Piñata Digital Marketing Inc.

Piñata Digital Marketing Inc. is a Delaware C-Corp revolutionizing digital marketing with our patent-pending QNDMBS™ system. We integrate Piñata Wallet rewards into gaming, video, and AI-powered applications to deliver ethical, unobtrusive, guaranteed ROI marketing™. Our launch goal is Q2 2026, with integrated apps including Superior Horse™, Funky Mallow™, ViewVault™, and MindVault™.

Role Overview

The Director of Marketing will be responsible for shaping and executing Piñata Digital Marketing Inc.'s branding, communications, and sponsor outreach strategies. This leadership role is critical to ensuring that Piñata's mission and values are consistently represented across all platforms and channels.

We are currently looking for a highly motivated leader to join our executive team under a SAFE-based Director structure, working collaboratively with Directors across Operations, Product, AI/Software Development, and Cybersecurity.

Key Responsibilities

- Lead branding, communication, and marketing strategy for Piñata Digital Marketing Inc.
- Develop and execute sponsor outreach campaigns that guarantee ROI.
- Oversee PR, press, and media relationships.
- Ensure consistency of messaging across Piñata's ecosystem, including apps, marketplace, and sponsor-facing materials.
- Collaborate with other Directors to align on integrated strategies.
- Support executive team in fundraising and sponsor relations.

Required Qualifications

- Proven leadership in marketing, adtech, SaaS, or related industries.
- Strong track record of building and executing successful marketing strategies from concept to execution.
- Deep understanding of sponsor relations, ROI models, and digital campaign analytics.
- Excellent communication, branding, and organizational skills.
- Commitment to ethical, unobtrusive marketing principles.

Preferred Qualifications

- Experience in startup growth marketing.
- Network in adtech, SaaS, gaming, or brand sponsorships.
- Familiarity with SAFE agreements and early-stage executive roles.
- Cross-cultural marketing experience.
- Ability to balance multiple projects, prioritize effectively, and collaborate across departments.

SAFE Agreement Notice

This Director position is offered under a SAFE (Simple Agreement for Future Equity) structure.

- Initial Participation: Begins with a \$5,000 SAFE agreement.
- 14-Day Option: Directors have 14 days from appointment to invest additional cash if desired.
- Vesting: Equity allocation vests over 1 year, subject to performance.
- Performance-Based: Continued participation and vesting are contingent on meeting role expectations and performance metrics agreed upon by the executive team.

This structure ensures alignment of leadership contributions with Piñata Digital Marketing Inc.'s growth and long-term success.

Legal Notices

Equal Opportunity Employer

Piñata Digital Marketing Inc. is an Equal Opportunity Employer. We celebrate diversity and are committed to creating an inclusive environment for all employees and directors. All qualified applicants will receive consideration without regard to race, color, religion, sex, sexual orientation, gender identity or expression, national origin, age, disability, veteran status, or any other status protected under federal, state, or local law.

At-Will Appointment

Appointments with Piñata Digital Marketing Inc. are offered on an "at-will" basis as defined by the laws of Delaware and California. This means that either you or Piñata Digital Marketing Inc. may terminate the director relationship at any time, with or without cause or advance notice, subject to applicable law.

Confidentiality and Proprietary Rights

By applying to and/or participating in this role, you acknowledge that Piñata Digital Marketing Inc.'s

intellectual property—including but not limited to trademarks, copyrighted works, patent-pending systems, proprietary business strategies, and software code—is confidential and proprietary. All directors must sign a confidentiality agreement prior to beginning work.

Trademark Notice

Piñata Digital Marketing Inc., QNDMBS™, Superior Horse™, Funky Mallow™, ViewVault™, and MindVault™ are trademarks and/or pending trademarks of Piñata Digital Marketing Inc. All rights reserved.

Confidential & Proprietary — Piñata Digital Marketing Inc. 2025
1081 Camino Del Rio South, First Floor, San Diego, CA 92108