

Interested Parties should contact:
Keith Ryan kryan@geneousbiomedical.com
508 359 4120



Position: Vice President of Sales & Marketing Location: North Conway, NH
Reports to: CEO

Our client is a leading provider of Electronic Health Records (products and services) designed specifically for the behavioral healthcare market.

We are looking to identify a top sales executive to serve as Vice President, Sales & Marketing (VP). The VP will report to Chief Executive Officer and will serve as a key member of the executive management team. The new VP will be responsible for overall sales growth and related sales operations. The VP will be charged with evaluating the existing sales and marketing organization and developing the most effective go-to-market commercial strategy and structure to drive top-line revenue, expansion across the existing customer base and continued market and brand recognition for the company.

He/She will implement a value-based sales approach that is highly disciplined, focused and metrics-driven and leverages the use of appropriate tools, processes and structures. The VP will lead and motivate field and inside sales professionals in a high-growth environment and will be expected to optimize team performance through effective hiring, performance management, rewards, recognition and coaching. The VP will establish a quarterly sales forecast and will drive to consistently achieve results.

He/She will work closely with Senior Management team and Board of Directors to develop key accounts, strategic partners and business development targets. The VP will ensure that sales are closely aligned to overall organizational objectives and the organization continues to achieve 100% customer retention.

Key Responsibilities

- Provide leadership and direction for overall revenue, business mix and sales strategy and account management, ensuring a culture of high performance and success.
- Develop and implement the overall sales strategy and operating plans for achieving annual and long-term revenue and growth targets. Maintains sales/revenue trends to ensure operating goals and budgets are met on a consistent basis.
- Assess the existing sales approach, ensuring standards, processes and solution-selling methodologies are in place to serve existing and new potential customers most effectively.
- Determine the appropriate head count and structure for the sales team in order to successfully drive new business.
- Establish and communicate clear and accurate expectations on sales targets and consistently achieve results.
- Drive a value-based selling approach to acquiring new clients.
- Help develop pricing strategies based on various selling-process situations.
- Assist in the building of relationships with strategic partners and identify/create new opportunities for business growth and expansion.
- Develop forecasting projections with consistent, accurate and relevant sales revenue and expense budget models that meet company objectives. Prepare monthly and annual sales forecasts.
- Serve as a key company spokesperson on sales-related matters, communicating regularly and effectively with all relevant stakeholders.

Interested Parties should contact:
Keith Ryan kryan@geneousbiomedical.com
508 359 4120



- Works closely with all functional departments to maximize strategic initiatives at the field operating level.
- Participate with the Sr. Management team in Board of Director meetings and presentations.
* Maintain a high level of motivation and morale.

Requirements

The VP will be a proven sales leader with a demonstrated track record of performance and budget achievements and at least 7 years of broad-based, progressive commercial management experience. The successful candidate will have built and scaled an enterprise sales organization in a high-growth company.

The ideal candidate's experience will be gained from selling innovation solutions within the healthcare technology environment, preferably into healthcare providers/clinicians. One should possess a thorough understanding of the healthcare industry, and prior experience working within an entrepreneurial, fast growth company is a distinct plus. The VP will be a self-starter with a natural bias for action who combines vision with execution. The new VP will be able to effectively "tell the company story" to all relevant audiences.

Further, the next VP will possess the following:

- A deep understanding of the healthcare ecosystem, including knowledge of current healthcare technology trends in the marketplace.
- Experience in managing functions, division or commercial organizations going from \$10+ million to \$30+ million in revenue per year.
- Experience in managing multiple service offerings and broad knowledge of healthcare industry, trends and major payers required.
- Strong knowledge of healthcare pricing and reimbursement models required.
- Excellent communication/negotiating skills and ability to interact effectively with all levels of management and staff also required.

Benefits

An attractive compensation package comprised of base salary, annual performance bonus, full benefits and relocation assistance has been created to attract outstanding candidates.

Education

A bachelor's degree in a business related field is required and an advance degree in Business Administration or Healthcare is preferred.