



## **Position Description:** Director, Business Development

**Company:** Nxtgen Care

**Location:** Suite 120 – 300 Prince Albert Rd, Dartmouth NS, Canada

Nxtgen Care™ is a purpose-driven Canadian digital health company pioneering a Revolution in Seniors Care! A next generation of care platform designed to disrupt how care is provided to senior care communities.

Nxtgen Care's transformative and scalable enterprise software platform connects all the stakeholders of care in one cloud-based location. A Real-Time Location System (RTLS) provides live positions of all care staff and residents. Nxtgen Care leverages this positional data to categorize and measure all aspects of care within a senior care facility.

Our flagship **Care Scorecard™**, **M-Factor™** and **Infection Prevention & Control** products work in conjunction to generate unprecedented insights into care trends, improve safety, enhance care, measure staff performance, drive efficiencies, prevent illnesses and increase engagement. Ultimately, the Nxtgen Care platform creates a community of care, building trust and positive outcomes.

**Check us out at:** [NxtgenCare.com](https://NxtgenCare.com)

## **Your Opportunity:**

Join us on our exciting journey! We are working to revolutionize the way we care for each other as we age by providing enhanced care and driving operational efficiencies. Founded on the principles of healthy aging, we have built the world's most powerful business intelligence software solution for operators of senior care communities. Simply put, in real-time, we place unprecedented care knowledge in the hands of those who can make a difference when it matters most by providing forward-looking data insights verified by best care practice. We are creating a whole new paradigm in caring for seniors. Our smart business intelligence & data analytics platform creates a community of care for assisted living facilities, skilled nursing facilities, memory care and independent living. Our forward-looking technology solution is deployed in upscale senior living communities in both Canada and the USA.

At Nxtgen Care, we are not only passionate about changing the way we care for each other as we age, but also changing the aging experience. We are looking for a proactive **Director of Business Development** with a proven track record to apply new technologies to help solve senior care challenges. You bring thought leadership and vision to our partners and clients, open the doors to engage with both the clinical and business organization of senior care communities. You will play a key role in driving our international growth, identifying and developing new business opportunities, and expanding the presence of our brand.

The role is responsible for generating, driving and closing direct sales opportunities as well as leads generation via national sales partner(s) teams. You will inspire colleagues and lead internal & external



sales reps in the navigation of our clients' decision-making process, providing solution demo's, presenting business cases, and influencing clients from clinical teams up to C-suites.

In addition, you will provide constructive feedback on our product portfolio and marketing efforts and identify opportunities to solve additional problems for our clients that are strategically and/or commercially attractive to the Company (product innovation), as well as collaborate with strategic partners. To achieve targets, you'll work closely with our global Product, Sales and Marketing teams.

### **Responsibilities:**

- Responsible for establishing and meeting Sales targets on revenue, client retention and client satisfaction
- Engage with our sales teams (including B2B partnerships) and clients to develop suitable solutions and close on the customers' decision-making process
- Lead our sales functions. Drive increased revenue to achieve our ambitious growth targets
- Provide market feedback to the company leadership regarding competitive offerings, prospect needs and generate product development ideas
- Consult with business analysts, subject matter experts, and other team members to determine solution requirements and communicate them (at events and through direct partnerships)
- Inspire and drive sales initiatives both online and offline
- Understand relevant clinical information and software issues within the senior care space, to be able to advise on our products and software integration decisions to ensure client success
- You will report directly to our CEO

### **Required Qualifications:**

- Bachelor's degree in Life Sciences, Engineering, Medical, Business Administration (or related field)
- 5-10 years of successful software sales experience in the hospital/health/senior care industry
- Proven experience in delivering sales plans and achieving ambitious revenues growth targets
- Excellent time management skills and ability to prioritize and meet deadlines under pressure
- Positive attitude and team player mindset
- Ample experience in managing and driving sales teams regionally and/or nationally
- Ability to recruit, train and retain sales employees
- Inspire clients and our salesforce alike, and optimize conversion through channels and direct sales opportunities



- Go-getter, solution-focused personality with a growth mindset
- Basic understanding of digital health/senior care issues and developments: knowledge of major EHR vendors, Interoperability (HL7, FHIR) and Reimbursement system/ hospital budgeting cycles
- Outstanding analytical and problem-solving aptitude. Proven self-motivator
- Excellent communication skills, both written and verbal; ability to document and explain solution elements, to both management and clinical staff
- Strong client service and people skills
- Enjoys collaborating with and manage external (channel) sales teams, travel and attend/present at trade shows and conferences
- Start-up/ scale-up sales experience preferred. Entrepreneurial and hands-on attitude. Creative in finding solutions combining processes, systems, and people

### **Compensation:**

Nxtgen Care offers a highly inspiring, talented, high-learning and go-getting environment where you will enjoy a lot of freedom and comradery to do your work well and make our clients successful. We are a close-knit group of passionate professionals deeply motivated to change the way we age. We are working on cutting-edge technology with lots of exciting applications and opportunities. Our solutions positively impact the way people live and age.

We offer fun & flexible working conditions with a competitive pay and benefits package.

### **How to Apply:**

Please send us your resume and a cover letter with motivation and salary expectations to David Burke, [david@nxtgencare.com](mailto:david@nxtgencare.com). Qualified candidates will be contacted for an online, video call interview.