



**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.

**Position:** Director, Business Development

**Location:** U.S. based

**Opportunity:** We have a current client base in the SE region of the U.S and we want to expand from that base.

Initially the person filling this position will work with marketing to identify prospects and then engage the prospects directly. As we expand our market share, the role will evolve towards recruiting and managing a sales team.

Compensation will be commensurate with prior success and skill level. Employee stock options and standard benefits are part of the compensation package.

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

We are working to revolutionize the way we care for each other as we age. Founded on the principles of healthy aging, we have built the world's most powerful healthcare and 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. Providing forward looking data insights verified by best care practice, we create a whole new paradigm in caring for seniors. Our solution creates a community of care for assisted living facilities, skilled nursing facilities, memory care and independent living. Our solution is deployed in upscale senior living communities in both Canada and 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 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.

**Responsibilities:**

- Establish and meet Sales targets on revenue, client retention and client satisfaction;
- Lead our sales functions. Drive increased revenue to achieve our ambitious growth targets;
- 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, Business Administration (or related field);
- 5-10 years 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;
- 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 to collaborate with and manage external (channel) sales teams, travel and attend/present at trade shows and conferences;
- Start-up/ scale-up experience preferred. Entrepreneurial and hands-on attitude. Creative in finding solutions combining processes, systems and people;
- Thought leadership experience is a big plus.

**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 leading 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.

### **Apply**

Please send us your CV, a motivation and salary expectations through LinkedIn, David Burke, [david@nxtgencare.com](mailto:david@nxtgencare.com), and we will get back to you promptly,