



## **NEHI**

### **Vice President of Business Development Position Description**

NEHI, headquartered in Cambridge, MA, is a national nonprofit, health policy organization that identifies and promotes innovative strategies to make health care more effective and affordable. NEHI's policy research in medical innovation, cost control, and wellness and prevention is helping to shape and inform the development of health care policy as part of the national health reform movement. With input from our members – leaders representing the full spectrum of health care stakeholders – we identify and work to remove the barriers to better health care for all patients.

#### **Position Summary**

NEHI is seeking a Vice President of Business Development at a time of enormous opportunity and growth as the organization is expanding its national reach and impact. Reporting to NEHI's Executive Director, the Vice President of Business Development will lead NEHI's national membership recruitment and sales activities. The individual in this role will have high visibility among senior leaders from the nation's most prominent health care organizations.

Key responsibilities include:

- Develop prospecting and sales strategy for attracting national members from all sectors of health care including pharmaceuticals, biotech, medical technology, diagnostics, health IT, health plans, hospitals, academic medical centers, provider groups, employers and patient and consumer groups
- Identify and target potential members, initiate outreach and foster strong sales relationships with key decision makers
- Secure face to face meetings and build relationships with C-level executives at nation's leading health care organizations
- Lead all prospect meetings, calls and outreach, including agenda setting, presentation content and delivery and closing the sale
- Meet or exceed membership sales growth targets for revenue, membership type and geography
- Lead internal pipeline review and prospecting meetings with senior management team
- Maintain and enhance prospect database
- Attend industry conferences and other networking events to develop and build relationships with potential prospects
- Lead the development and enhancement of membership marketing and pitch materials, including presentations, membership packets and collateral
- Co-lead the Membership Committee with the ED
- Serve on NEHI Leadership Team contributing to organization's operational and strategic direction

## **Qualifications**

- Bachelor's degree required; master's degree a plus
- 10 years work experience in positions of increasing responsibility involving consultative sales, business development, fundraising and/or development
- Experience in health care preferred
- Experience with Raiser's Edge and/or other CRM/sales databases
- Successful track record of achieving or exceeding quota by closing new business
- Proven ability to sell across multiple channels/industry sectors
- Must be able to translate value of mission-driven organization into value for prospects
- Superior written, verbal and presentation skills
- Strong relationship management, strategic marketing and networking skills
- Mature and credible with extensive experience presenting to C-level executives
- Quick learner, able to get up to speed on wide variety of health care and health policy issues to identify intersections between prospect's needs and NEHI's work
- Must be a team player
- Comfortable working in entrepreneurial environment
- Self-starter with strong initiative and drive
- Some travel required

## **To Apply**

Please send a cover letter and resume to:

Valerie Fleishman  
Executive Director  
NEHI  
One Broadway, 12<sup>th</sup> Floor  
Cambridge,  
MA 02140  
vfleishman@nehi.net

Please include "NEHI VP of Business Development" in the subject line.