

Role: Chief Commercial Officer (CCO)

Reports to: CEO

Direct Reports: Software Sales Manager, Delivery Directors & Associate Partner, (Marketing Manager)

Summary Responsibilities:

- FEI is looking for a CCO who can drive the growth and revenue of the business across all its products and services, leveraging an established network across the NHS and broader healthcare sector, leading to increased stakeholder value
- The role involves ensuring a dynamic and solutions focused sales culture to drive continuous strong growth across the client base for all the FEI products and services, leading from the front with strong attention to CRM, Sales Process and Forecast / Pipeline Management
- The CCO will own the customer and the customer interface with our products and services and be responsible for the development and execution of the commercial strategy of FEI
- The CCO will also build a sales and marketing infrastructure to drive market adoption of the company's products and services and be responsible for planning, directing, and coordinating sales, marketing, and delivery activities including client retention, client acquisition, market segmentation, client commercial relationships and partner/channel management
- Direct responsibility for achieving the company budgeted sales and profit targets with collective responsibility with the CEO and Executive team for the overall company P&L

Key Accountabilities & Responsibilities:

- Commercial Strategy
 - Foster a deep understanding of the company vision, and our competitive and market environments
 - conduct market analyses, identifying customer needs and growth opportunities and develop market, customer, category and competitor insight
 - work closely with the Chief Product Officer and Product Owners to ensure roadmaps are aligned with market and business objectives
 - Deliver strategic leadership to define the commercial path to growth and profitability for the company and the establishment of an effective growth process and infrastructure
 - Own the product and services P&L's, pricing, categories and market performance
 - Set, track, report on and deliver against ambitious sales and growth targets including SaaS metrics for software products
 - Identify and prioritise strategic initiatives and ensure successful delivery of those projects (including partnerships, pilots, etc)
- Sales
 - Develop and implement the company's sales strategy across key market segments to ensure that the company identifies and optimises a clear path to aggressive growth
 - Build a high performing sales team across products and services, coaching them to success, and in conditions of change and uncertainty set clear strategies for each offering and market segment
 - Assess, build and manage the necessary channels capable of delivering on the company's growth objectives

- Personally originate and manage key business development opportunities that are critical for the company's strategy for revenue growth
- Oversee all commercial contracting with clients
- Marketing
 - Lead development of the company's marketing strategy with an emphasis on achieving market penetration and sales growth and a focus on cost-effective customer acquisition and market demand generation.
 - Design and lead marketing campaigns, including website updates and promotional activities such as conference & Awards sponsorship, round tables etc
- Delivery
 - Ensure effective delivery and implementation of all products and services to maximise profitability, customer satisfaction and retention and cross selling
 - Act as a thought leader bringing new ideas to the table, challenging teams to innovate and setting the highest bar for the standard of our execution
 - Provide hands on leadership to client service teams across the FEI suite of offerings
- Corporate Leadership
 - Supporting the business holistically, developing collaborative working relationships within the organization in pursuit of the of the company's overall business goals
 - Provide corporate leadership and role model the FEI values as part of the Executive team

Skills & Experience:

- 10+ years of healthcare industry experience, ideally involving both professional services and software sales and business development
- Demonstrated experience in developing AND executing successful sales and commercialisation strategies in early-stage, ideally PE backed companies
- Demonstrable and rounded commercial leadership experience e.g.
 - strategic thinking
 - P&L ownership and management
 - taking products to market
 - sales and territory management
 - CRM management
 - successfully executing projects, including partnerships, M&A
 - senior stakeholder engagement and influencing
 - effective negotiator and deal closer
 - people leadership
- Ability to think creatively and develop non-traditional solutions to complex business challenges
- Demonstrable track record of their work directly contributing to business growth
- High level of personal resilience