



Open Position: Chief Commercial Officer

Location: Singapore

Type: Full-time

ROLE DESCRIPTION

As an executive team member of Homage, the Chief Commercial Officer (CCO) is responsible for the performance, strategy, and alignment of revenue and commercial operations in the company. This position is responsible for overseeing the Sales, Business Development, as well as Customer Success departments, and ensuring that the interaction between those departments is aligned with the wider company strategy.

RESPONSIBILITIES

Executive Leadership

- Work with the CEO to optimize existing revenue models and create new revenue streams by developing commercial and business development strategies optimized for both short-term results and long-term strategy
- Lead and scale the Sales, Business Development and Customer Success teams
- Create accountability within the company by developing appropriate metrics and coordinating compensation and promotions with these metrics

Business Development

- Work with the CEO to size opportunities, determine key sales development segment and priorities, building and refining Homage's business development playbook
- Coordinate and drive new business revenues from potential partners including acute health organisations, governmental (VWOs), insurance, financial and corporate partners
- Generate and qualify new leads and be resourceful in using multiple approaches to penetrate prospective accounts
- Build team to execute on opening and closing deals end-to-end including outreach, pitching, solution development, building internal and external alignment, negotiation, contracting and implementation
- Build consensus and lead the team to consistently deliver on sales targets
- Develop a deep understanding of the differentiated value proposition of Homage's services and mastery in pitching custom messages to individual prospects
- Drive strong partner interest and top of funnel pipeline, maintain a healthy sales cycle and conversion funnel of new opportunities based on sales targets and be a first class ambassador of Homage to all prospects
- Own and cultivate meaningful and deep relationships with key partners, develop a deep understanding of care and customer needs, requirements and macro market



trends, identify influence and develop contacts at the highest appropriate levels within target prospects

Sales/Care Advisory

- Direct, build and lead the inside sales team to achieve Homage's growth goals and target conversion rates as well as articulate Homage's service and value proposition to prospective customers
- Develop deep empathy for care recipients and their loved ones as well as their end-to-end user journey with Homage; drive the team with a laser-focus on the people at the heart of Homage – customers, care recipients and care professionals
- Build a deep understanding of customer needs and their service requirements; uses actionable data and insights to build and iterate on the inside sales playbook
- Harnesses the team's combined experience to build inside sales training content and continuously optimize for conversion rates from inbound leads
- Define and improve workflows to manage, track engage all leads, prospects and clients via technology tools and internal systems as well as to enable successful handover to the care operations and specialists teams
- Work closely with the marketing team on insights to optimise for targeted lead acquisition effectiveness and cost
- Mature and implement data and product analytics frameworks and processes to gain required insights on customer acquisition and engagement.

Customer Success

- Oversee smooth delivery of care, triage incidents and communicate resolutions in the most appropriate manner
- Drive customer lifetime value by defining the customer journey; deploying programs to help drive business value with customers, customer goal achievement, new features, and new use-cases; collaborating across teams to identify and pursue customer growth opportunities
- Build and lead the Customer Success team
- Drive improvements in internal workflows and resources to elevate the quality and efficiency of the Customer Success team

SKILLS & EXPERIENCE

- Minimum of 8-10 years of experience in direct sales and/or business development, including a minimum of 5-7 years in a managerial position
- Detailed knowledge of selling directly to organisations and B2B sales management
- Experience in excelling in a fast-paced, high growth and rapidly changing healthcare or technology environment
- Ability to initiate and close deals end-to-end, build relationships and trust through consultative approach
- Self-driven, motivated and entrepreneurial; ability to own outcomes and make things happen



- Strong leadership qualities; manage and scale team, recruit and retain top talent, build consensus and rally members to achieve goals
- People-centric, driven by a desire to make a significant positive impact
- An 'Innovative rain-maker', you have the ability to proactively identify improvement areas as well as create and drive innovative solutions
- Excellent written and verbal communication skills; can communicate clearly and effectively
- Data-driven and utilizes qualitative and quantitative analysis of data and analytical insights to drive decision making
- Experience in establishing departmental budgets as well as driving sales improvement projects and initiatives
- Bachelor's degree in relevant field
- Previous sales experience at a fast-growing startup strongly preferred
- Not required but bonus points if you have an MBA

In other words,

- You are highly-motivated and want to create huge impact in a fast-growing start-up
- You are an enthusiastic team player with a proactive attitude
- You are a stickler for excellence and possess a keen eye for detail
- You are highly resourceful when facing challenges of all types

ABOUT HOMAGE

Homage is a care platform that combines qualified and trained caregivers, nurses, doctors and health care organisations and funders with technology, enabling care, wellness and recovery wherever you are. The work that we do and technology we build transforms lives every hour, every day. We're looking for people who are talented, driven and motivated by our social mission.