



Vice President, Sales

AlayaCare

USA – Remote

AlayaCare is revolutionizing the way home care is delivered. Our leading cloud-based software allows our clients around the world to manage their employees, scheduling, billing, and enable better delivery of care. We aim to be the operating system for our clients' businesses, helping them and their employees improve clinical outcomes.

We are a fast-growing company with a team of 500+ employees across Canada, US and Australia and have been recognized as one of the top growing companies in Canada.

Reporting to the Chief Revenue Officer, the Vice President, Sales is responsible for building a world class sales organization, driving new customer acquisition in our primary market – home and community within the United States. Responsible for AlayaCare's existing as well as prospective clients, the VP, Sales is an expert in the home and community care space and has a strong understanding of the payer systems for private pay, insurance, Medicaid and Medicare.

Responsibilities & Duties

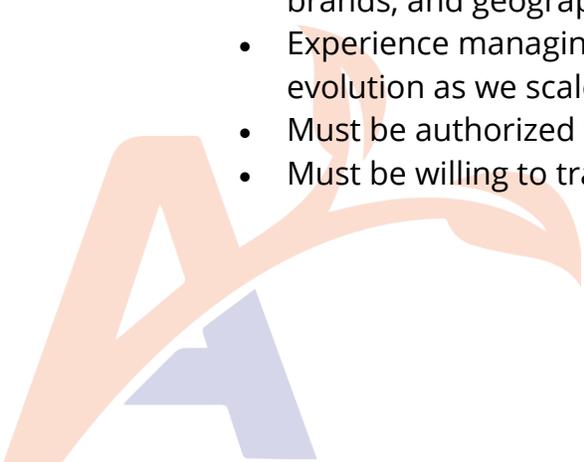
- Drives New Logo acquisition - a key part of this role is acquiring new customers through our direct sales and product-led growth (PLG) efforts in the enterprise.
- Works directly with AlayaCare's President to set monthly, quarterly, and annual enterprise sales targets and ensure our team consistently hits its sales goals.
- Develops major goals to support broad functional objectives and approves policies developed within various sub-functions.
- Builds, mentors and develops our sales team by actively participating in sales meetings, presentations, and negotiations.
- Develops and tracks leading indicators of sales success and trailing data points of client success.



- Increases the speed of our “Land and Expand” approach: One of our greatest strengths is our ability to significantly grow our annual recurring revenue (ARR) via the Large and Enterprise providers in the US market.
- Develops and optimize predictable, repeatable, and scalable sales processes.
- Owns the planning for our next phase of growth so we’re well-prepared for bringing on more sales reps and quickly onboarding them.
- Contributes as key player in refining AlayaCare’s go-to-market strategy, refining our ideal customer profile (ICP), defining our target account list, optimizing our pricing and packaging, and prioritizing our product roadmap.
- Partners directly with VP, Marketing on our account-based marketing (ABM) efforts and PLG acquisition funnel.
- Identifies and measures key performance metrics and use data to drive optimization opportunities in our sales efforts.
- Responsible for establishing product delivery schedules by coordinating with sales, marketing, development, and operations to deliver on time and within budget.

Qualifications & Key Requirements

- Proven success in B2B SaaS sales leadership
- Minimum 10+ years of experience in a sales leadership is strongly preferred
- US-based Home and Community care experience is required at the provider, payer or ideally software level is required
- Experience in healthcare software solutions is a must; preference will be given to those with homecare software solutions experience
- Experience with value-based selling methodologies inclusive of Discovery, Qualification, Business Case, Demonstration, Validation and Negotiating the Close stages; the ability to coach and develop our sales team with these disciplines is required.
- Demonstrable success selling to C-suite economic buyers in enterprise accounts.
- Experience leading expansion/cross-sell across business units, divisions, brands, and geographies.
- Experience managing territory and quota assignments and their rapid evolution as we scale.
- Must be authorized to work in the United States.
- Must be willing to travel within the United States and some travel to Canada.





What Makes AlayaCare a Great Place to Work

- Help make a positive impact in the lives of countless care workers and care recipients
- RSUs in a growing and well-funded company
- An entrepreneurial culture of transparency, collaboration, and innovation
- Career growth and development opportunities
- Comprehensive benefits package upon date of hire
- Health and wellness activities
- Flexible vacation policy
- Super Flex remote work policy

If this sounds like the perfect job for you, apply today www.alayacare.com! As well as joining a great culture and a market leading company, you will be part of a team making a positive difference in the community of home care.

