

About Wildflower Health

Wildflower Health produces mobile health programs that help families better connect to healthcare and help healthcare enterprises influence and support healthy consumer behaviors across a lifetime of health decisions. The company's mobile applications target women and their families to drive prevention, risk identification and connections to care right on the smartphone. The company's products support families during every life stage, from preconception and pregnancy, through pediatrics and adult health, supporting common episodes of care over time. Wildflower Health's software is highly configurable for health enterprise clients to reflect their health services and benefits, creating a highly personalized experience for application users. The company's applications are offered to consumers worldwide by leading health plans, hospitals and health systems, and employers.

About the Role

Wildflower's Strategic Account Executives are accountable for the revenue, expansion, and overall success of an assigned set of Wildflower's largest and most important accounts. The role involves all elements of strategic account management including client relationships and multi-year revenue and product roadmap and expansion plans. Strategic Account Executives are responsible for collaborating with Wildflower teams and assigned accounts' client teams to set and execute on multi-year growth plans.

Strategic Account Executives are key leaders within the commercial team and works very closely with each other, the commercial leader, and other teams within the Wildflower organization.

The Strategic Account Executives partner closely with the Client Delivery Managers for their respective assigned accounts and serve as the point of escalation on day-to-day account management issues, managing relationships with client executive sponsors and other leaders. Furthermore, the Strategic Account Executives are accountable for assessing the risks and rewards and for making all necessary decisions to balance the immediate and long-term needs of their accounts, in parallel with Wildflower's financial and other goals.

Strategic Account Executive

Key Responsibilities

Strategy & Business Development:

- Develop strategies in partnership with assigned accounts to stay innovative and differentiated in the market with the joint solutions and go-to-market plans
- Provide key inputs to Wildflower's Product and Account Management teams and the associated accounts' product roadmaps based on account expansion goals

Financial Management:

- Ensure financial targets for assigned accounts are met. Such associated activities include but are not limited to:
 - Identifying revenue maximization opportunities for assigned accounts and developing and executing on enabling strategies
 - Ensuring user outreach / enrollment strategies have necessary approvals, support, and budget from account client teams
 - Partnering with Wildflower Controller on billing and invoice collection
 - Managing all associated account contracts
- Define and execute against product and market upsell opportunities
- Develop and execute on a networked strategy with assigned accounts and other Wildflower clients and prospects

Operational Management:

- Develop and manage account plans for assigned accounts with detailed stakeholder maps, financial and operational KPIs, and multi-year and multi-dimension growth plans
- Ensure account KPIs remain on track; partner with Account Managers and account client teams to expand and adjust as needed
- Collaborate with assigned clients and Wildflower Corporate Marketing to develop and publish ROI stories and case studies

Ideal Candidate

- Experience with strategic account management for high profile, multi-million dollar accounts
- Experience being directly accountable for clients' financial targets and overall success – including upselling new products / to new markets
- Experience consulting and / or working for a large health plan / healthcare delivery system
- Deep domain expertise in healthcare and digital health
- Strong negotiation skills and executive presence
- Strong verbal and written communication skills
- Accountable, proactive and thoughtful with high attention to detail and strong strategic problem-solving capability
- Alignment with key Wildflower Health values including teamwork, transparency and collaboration
- Willingness / ability to travel up to 50% of time depending on location
- Preferred location: Boston