



Chief Revenue Officer (CRO)

Walkingspree is currently seeking a senior executive - **Chief Revenue Officer** to join their team in San Antonio, TX.

About Us:

Walkingspree is a leading corporate wellness technology company which provides physical activity-focused, connected digital health solutions to improve employee wellness. See <https://www.walkingspree.com/>. The Company is one of the first companies to have integrated a wearable device with a corporate wellness program and has a 12-year history as a trusted provider of integrated wellness solutions. Walkingspree's current client base that exceed 170 range from mid-sized businesses, large firms, international clients, hospital systems and health insurers. Our eligible population is over 300,000 employees. We have proven results to show that we have reduced the healthcare claim costs for members of our clients. Our program includes a client-branded mobile app, a web platform, ability to deliver custom solutions for each client, gaming applications, social networking, targeted messaging, reward tracking and open connectivity to any wearable device or smartphone to track activity. Our solution goes beyond technology as we offer comprehensive service support to partners, clients and their members that exceeds their expectations. Walkingspree has developed strong partnerships with health insurers, benefit brokers and wellness partners to serve their clients such as Cigna, Mercer, Marsh & McLellan, regional brokers and wellness consultants.

The future direction is to offer our digital health physical-activity program beyond corporate wellness to serve those providers and insurers in managing chronic disease patients and Medicare Advantage members. Walkingspree's custom platform is ideal to engage targeted members with prevention and rehabilitation solutions to lower costs.

Job Description:

We are seeking a hands-on senior executive with proven success in closing clients within the health insurance, health benefits or wellness industries to serve as Walkingspree's Chief Revenue Officer. As the CRO, you are responsible for overseeing our direct sales team and managing our distribution channels. In addition, you will be overseeing the Director of Client Engagement and her team responsible for business growth of the existing client portfolio. A Marketing Coordinator reports to you to support your sales and client engagement efforts. Your primary role is to work with your direct sales team and distribution channels to execute/expand partner relationships to accelerate the client growth rate. Your

secondary role is to support your Client Engagement team to expand the relationship of our current client base and oversee the company's marketing efforts.

Job Responsibilities:

- Work with your sales team to expand health insurer and broker relationships, including introducing Walkingspree to all Cigna wellness consultants, Mercer offices and other broker relationships.
- Recruit, train and manage a direct sales team to meet and exceed sales quotas. Utilize Salesforce.com to track, manage and report the sales pipeline of your team.
- Manage the Client Engagement team with a high-service reputation that exceeds client expectations. Your goal is to maximize enrollment and maintain long term engagement of members of current clients with an eye on the growth of business from these clients.
- Provide direction to the Marketing Coordinator who is responsible for collateral, launch packets, email marketing, database marketing, device upsells, updates to websites, timely blog posts, and other marketing support.
- Develop the annual revenue budget for Walkingspree. Set quotas for direct sales team, establish revenue targets for Client Engagement team and set expectations to reach these targets.
- Work with the CEO to incorporate Walkingspree's best-of-breed physical activity SaaS program to other SaaS platform providers who are offering corporate wellness and digital health solutions.
- Work with the CEO to promote Walkingspree to health providers and health insurers marketing Medicare Advantage plans to engage their members and reduce their healthcare costs.
- Key member of the Leadership Team and active contributor to the strategic direction of Walkingspree and developing a three-year strategic plan. Provide guidance on distribution strategy, product development, product positioning, pricing strategy and marketing spend.

Requirements

Education and Experience:

- Bachelor's degree in related field.
- Strong record of closing sales in B2B marketplace, business development and account management experience (10-15 years+), preferably in selling health industry products to corporate clients.
- Supervisory experience for 5+ years.

Skills and Abilities:

- Proven business leadership skills with an upwardly mobile career track record.
- Proven ability to close large transactions (six and seven figures) and consistent achievement against quota.
- Exceptional people management skills (empathy, empowerment, leadership, development, etc.)
- Profound understanding of health insurance, regulatory issues and various wellness solutions to lower health care claims.

- Superb strategic thinking, strong quantitative analysis, exceptional communication skills.
- Understanding and use of social media to maximize networking and promoting Walkingspree.
- Passion for fitness and for maintaining a good health regimen.

Compensation and Benefits:

Your starting base salary will be in the low six figure range with direct sales commissions and overrides on your team efforts that can increase your overall compensation significantly to \$150K to \$200K in your first year. We provide a health insurance package, a robust 401(k) program and paid holidays and vacation.

As a recruitment bonus to motivate you and to lead your team to succeed, you will have the option to buy 1% to 3% equity share of Walkingspree within 60 days of employment at an extremely discount buy-in rate of 1X of current annualized SaaS recurring revenues. The goal of Walkingspree is to accelerate growth and expand recurring revenue base to consolidate with a larger industry partner. Successful growth firms can demand more than 5X of annualized SaaS revenues for valuation metrics.

Equal Opportunity Employer

To Apply

Please send your resume to Hiran@walkingspree.com Please reference "Chief Revenue Officer" in the subject line.