

## Director, Healthcare in Austin, Texas

### Overview & Responsibilities

Delivering integrated solutions across technology,

verticals, and workloads is critical for GTM acceleration & productivity. The overwhelming majority of B2B enterprises go to market primarily through solution marketing, either based on workload, technology, or industry vertical. Industry experts are even predicting that 2017 is the year of the industry cloud, defined as “a new way of describing a cloud computing service that operates in a vertical space,” specializing its processes, tools, services, and software to the requirements for a specific industry.

The Healthcare Director will be responsible for productizing customer-oriented solutions based on healthcare use cases, pain points, healthcare-specific requirements, and GTM demands. This leader will be responsible for the overall commercial success of healthcare-oriented solutions, overseeing them from inception/ideation through design, build, launch and growth/enhancement. He or she will collaborate across product/platform engineering, marketing, and management teams as well as the GTM organizations and external partners.

### PRIMARY RESPONSIBILITY:

- Serve as the in-house expert for all things healthcare
- Define the market opportunity, business case and description for healthcare solutions
- Translate healthcare customer issues and use cases into solution requirements to enable product engineering to develop healthcare-oriented solutions
- Validate solution concept with buyers in partnership with Market Intelligence team
- Develop a healthcare solutions roadmap and enhancement prioritization/rationale in conjunction with Product Engineering
- Monitor solution adoption and utilization in order to optimize features/functionality
- Partner with finance and GTM ops to develop and monitor solution pricing, profitability, growth rates, gaps to market, pipeline health, and sales forecasts
- Develop healthcare solution messaging, positioning, value proposition, and routes to market based on customer needs and pain points
- Enable marketing and sales through sales collateral, training sessions, call scripts, web content, healthcare expertise, etc.
- Provide differentiated value to sales teams prior to procurement to influence RFP requirements
- Maintain current knowledge of industry best practices and IT standards globally for the healthcare vertical
- Envision future requirements and trends to align to product strategy

### Qualifications

- Deep expertise and understanding of the healthcare vertical, including trends, buying behaviors, and processes and requirements unique to healthcare
- Solid working understanding of the technology/ cloud industry and value proposition for each cloud and hosting product
- Proactive self-starter who is comfortable taking somewhat ill-defined direction and turning it into clear deliverables and business impact in a highly dynamic environment
- Ability to communicate and lead cross functionally across the organization without a reporting structure
- Solid business and financial acumen
- Demonstrated ability to influence across organizations and implement programs across multiple teams
- Critical and systemic thinker able to develop strategies that achieve commercial and business results
- Ability to develop strong working relationships with cross-functional leaders, executives, operations, finance, marketing and sales team members
- Demonstrated track record of strong leadership. Excellent communication skills are critical.

- Must be able to collaborate and influence in a global, matrix environment to effectively balance Regional and functional priorities for win-win results.

### KEY METRICS:

- Achieving roadmap delivery dates
- % of healthcare customers using Rackspace solutions
- Win/Loss rates for healthcare prospects
- Healthcare segment view of NPS scores
- Healthcare segment view of bookings metrics

### EXPERIENCE/EDUCATION:

- 10+ years experience in healthcare industry required with progressive responsibilities and proven results
- 7+ years in high tech/cloud industry required
- Bachelor's degree in Marketing, Business, Engineering, or related curriculum.
- MBA preferred.

### PRIMARY LOCATION

- Austin or San Antonio, TX preferred