



## THE LEAPFROG GROUP POSITION DESCRIPTION

### Title

Vice President of Data Licensure

### Summary

[The Leapfrog Group](#) is a highly visible, national nonprofit organization representing private sector purchasers of health care who advocate for improvements in the quality, safety, and value of health care. The Vice President of Data Licensure reports to the CEO and is responsible for product marketing leading to expansion of Leapfrog's data licensure program.

### Goals:

#### **1. Lead a comprehensive strategy packaging Leapfrog data for licensure and use by appropriate enterprises.**

- Review and strategically revise the market positioning, packaging, and promotion of Leapfrog's data licensure products, including overall content, identification of priority markets, goalsetting, messaging, and plan for both retention and sales growth.
- Develop a deep understanding of Leapfrog's data and data products in order to articulate its value to key data users including current and prospective licensees. Among others this may include health plans, health care navigation consultants, and publishers of health care ratings.
- Working with internal and external teams, spearhead efforts to combine Leapfrog data with other data and insights to package new product offerings.
- Contribute to ongoing organization-wide planning for data collection and public ratings of health care facilities.

#### **2. Promote new and existing data licensure programs to achieve expansion and retention objectives.**

- Working with staff and contractors, help develop a promotion plan to include materials, online communications, messaging, and strategies for exhibiting and message distribution.
- Identify and represent Leapfrog at meetings and conferences which may provide access to potential licensees, including speeches and exhibition booths.
- Close new sales in the short term while simultaneously developing and executing a plan for a sales operation for the long term.
- Develop and execute a strategy to maintain current licensure clients, including oversight of the Data Users Group.

#### **3. Manage and participate with an effective and results-generating team**

- Manage staff and contractors as needed.
- Assure effective and timely collection of accounts receivable with support from team members.
- Run contract negotiations with support from team members and Leapfrog's legal counsel.

#### **4. Participate in the Leapfrog management team to assure organization-wide goals are met**

- Contribute to team projects and ad-hoc assignments as needed for a lean, team-based organization



### **Qualifications**

The ideal candidate will be an individual who has:

5-7 years marketing leadership and achievements, preferably product marketing, including development and execution of strategies with proven results. An innovative, team-oriented leader with a record of outcomes achievement, a strong commitment to the mission of Leapfrog, and an understanding of the market for health care data are required. Top-notch writing and oral communications abilities are critical. Achievements and innovation with data analytics, preferably for health care, are strongly preferred.

Bachelor's degree required, MBA or equivalent preferred. Solid academic achievement in marketing, communications, or related study is preferred. Academic achievement in data analytics is a strong bonus.

### **Term of Employment**

Compensation is highly competitive and will consist of a competitive base salary with bonus. Leapfrog offers a robust benefits package including 90% coverage of health benefits (employee and dependents), fully paid short- and long-term disability and life, significant contribution to 401K plan, paid parental leave, and other noteworthy benefits.

This position is based at Leapfrog's offices in Washington, DC. Candidates from other regions will be considered for a remote working position. The position requires some travel and remote workers are required to travel to the office on a routine basis.

Leapfrog is an equal opportunity employer and strongly encourages diversity in its staff, board, and advisory committees.

### **Application Instructions**

Send a cover letter plus resume by email only to [HR@leapfrog-group.org](mailto:HR@leapfrog-group.org).