

# Director – Healthcare Experience

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## What is Bridgeable?

We are an award-winning strategic design firm whose mission is to bridge the gap between what organizations know and what they do, delivering shared value to our clients and their customers. We strive to increase our profile as service design leaders in order to have the greatest social impact possible.

In our work with TELUS we took a service design approach to reimagining and re-designing the cell phone renewals experience for their customers, earning us international recognition as the winner, alongside TELUS, of the *Best Commercial Project* at the 2017 Service Design Network Conference (SDN) in Madrid.

Additionally, we've supported Bristol-Myers Squibb (BMS) in the creation of an open-sourced patient communication resource, Universal Patient Language (UPL) and were recognized, alongside BMS, at the eyeforpharma competition, winning the *Most Valuable Patient Initiative* in 2017.

Bridgeable is a multi-disciplinary team – people who, in a different context, might be known as designers, scientists, futurists or strategy consultants. But at the end of the day, we are all translators. We translate knowledge into action, insight into strategy, and strategy into tactics.

## What are we looking for?

We are currently seeking a **Director – Healthcare Experience** who will **lead the business development** efforts in a well-established organizational vertical focused primarily on the pharmaceutical industry.

In your role, you will drive business development, including developing opportunities, prioritizing business development efforts, and forecasting revenue. With executive presence, you will shape and deliver compelling presentations that identify the complex needs of our clients in a clear way and articulate our unique value proposition, resulting in growth opportunity for our business. Additionally, you will oversee the management of client projects by providing a business strategy lens, strategic positioning, and tone-setting guidance for deliverables. You will provide the team leads with actionable feedback so that deliverables can be refined to better deliver against project objectives and better fit into a broader narrative for Bridgeable and/or the client organization.

On a more tactical level you will provide project oversight and capacity building, working directly with delivery teams by coaching and mentoring managers to consistently deliver the highest standard in design for human impact and by increasing the strategic relevance of design as a foundational organizational practice.

As a member of the senior leadership team you will contribute internally to the vision, strategy and the evolution of our offering. Working cross-functionally with management you will identify opportunities to optimize project delivery through the standardization of repeatable processes, methods or tools. This will provide bottom-line growth, allowing more efficient and higher quality delivery.

### Select key responsibilities include:

- Managing and cultivating client relationships that lead to the development of new business opportunities
- Effectively articulating Bridgeable's unique offerings and solutions portfolio in client pitches leading to closing opportunities, as well as contributing to expanding our library of solutions
- Overseeing project scoping, managing RFP responses and mapping out resource allocation and requirements in an effective way
- Creating solutions that optimize client processes and provides them with competitive advantage
- Retaining and growing Bridgeable's client relationships delivering a revenue target of ~\$3 million (USD)
- Inspiring team energy and enthusiasm over time while maintaining an accelerated cadence
- Speaking with unquestioned credibility both internally and externally across a variety of initiatives
- Providing regular performance feedback with an emphasis on mentoring talent across the organization
- Fostering team development by imparting knowledge with humility and creating capacity for exploration, while providing hands on support as required
- Participating in the interview process for new hires with a focus on attracting and identifying excellent talent aligned with our values and culture
- Overseeing a team of ~15 and providing hands on leadership support with team managers

### Profile of the ideal candidate

#### You have:

- A master's degree or higher in a pertinent field (MBA); or undergraduate degree and equivalent and relevant work experience
- At least ten years of work experience in progressively responsible roles in a consulting environment
- Owned and successfully delivered against a revenue budget of ~\$3 million (USD)
- Management consulting experience in the pharmaceutical industry
- Formal people management experience, including performance reviews, inter-personal conflict management, and participating in decisions for hiring, promotions, and terminations
- Past experience applying a human-centred design approach in a consulting context

#### You are:

- A skilled strategist who can dive deep to understand the details and zoom out to reflect on how those impact the bigger picture over the long term
- A thought leader respected in the healthcare/pharmaceutical industry
- A values champion; growing the skills, knowledge, and expertise for talent reporting into you
- Experienced in leading multi-disciplinary teams who achieve excellence in project delivery
- Confident connecting with experts, potential clients and leveraging your network from across industries

- Passionate about improving people's lives through the application of a human-centred design approach

You love:

- Working in an entrepreneurial environment where creative boundaries are broad and natural curiosities are valued
- Applying project management best practices to achieve successful outcomes and broaden the opportunity for impact
- Team management of multi-disciplinary, hyper-creative and somewhat quirky individuals

## Why work at Bridgeable?

### **Great Work Culture:**

We understand that you spend a lot of time at work and we invest a lot into making that time enjoyable and energizing. We have created a great space to enable you to comfortably focus your creative energy on your work.

We have built a great team that values initiative, integrity, empathy, adaptability, and transparency, that thrives on working collaboratively to deliver impactful solutions. Our Employee Experience team is dedicated to creating enriching activities, like mindfulness meditation, improv, and summer camp - to relax, invigorate and strengthen the Bridgeable team.

Our entrepreneurial environment gives you freedom to drive your success in this position. We offer you the opportunity to work on groundbreaking initiatives with some of the most innovative organizations in the world. We are constantly investing in ways to improve the impact of design.

As a diverse and growing organization, we value your growth and offer you the space, resources and autonomy to take your career to the next level. Along with providing an incredible amount of on-the-job learning we invest in personal and professional development opportunities. We know that if you are learning, we are learning!

### **Great Benefits:**

In addition to the opportunity to participate in impactful work with a passionate team, we also offer a competitive compensation package and share our success across the team. Our benefits package will have all your health, prescription drugs, eye care and dental needs covered and we provide all of our employees with a fitness membership at Goodlife.

We are located in the Liberty Village neighbourhood of downtown Toronto, a vibrant centre for professionals in media, tech and design.

If you are as excited about this opportunity as we are, then we look forward to hearing from you! Apply with cover letter, resume, and portfolio of past work to [careers@bridgeable.com](mailto:careers@bridgeable.com) with the email title: *VP, Healthcare Experience*.

We sincerely thank all applicants for their interest in this opportunity with Bridgeable and we will be in touch with those whose qualifications and excitement most closely match with our own.