Director of Channel Management Job Description

Job Summary
The Director of Channel Management is responsible for the development and execution of American Well’s channel distribution strategy, in order to build the pipeline of Employer and Health Plan prospects through partners such as brokers, consultants, and associations.

Essential Functions
- Sets short- and long-term channel sales strategies
- Develops relationships and structures partnerships with channel partners
- Proactively leads a joint partner planning process that develops mutual performance objectives, financial targets, and critical milestones associated with a productive partner relationship
- Coordinates development of sales and marketing materials required for channel partners to be successful
- Promotes American Well within channel organizations
- Trains sales resources within channel and attends client meetings with them where possible
- Directs leads developed within the channel to the appropriate sales person within American Well
- Participates in American Well sales discussions as needed
- Manages potential channel conflict with other sales channels
- Recommends product or service enhancements to improve customer satisfaction and sales
- Evaluates effectiveness of partner programs and improves upon them

Knowledge/Skills/Abilities/Background
- Ability to negotiate and structure partnerships
- Solid Coaching and Leadership skills
- Excellent verbal and written communication skills
- Ability to establish and maintain positive and effective work relationships with coworkers, clients, members, providers and customers
- Bachelors Degree
- 4-7 years’ experience selling healthcare services to employers and payers
- Experience developing channel partnerships with healthcare consultants and brokers
- Travel 25%-50%

About American Well
American Well is a software technology company that brings healthcare into the homes and workplaces of patients. Our web-based telehealth platform—Online Care—allows patients and healthcare providers to have immediate, live, and clinically meaningful visits through video, secure text chat, and phone. Our mission is to transform healthcare delivery through technology and improve access to quality care by removing traditional barriers to healthcare delivery such as distance, mobility, and time constraints. American Well is fulfilling its mission across the country and around the world. Currently, the Online Care service has been deployed by leading national and local health plans, delivery networks, retail pharmacies, employers, and standalone physician practices.