



## Healthy Entrepreneurs is looking for a Chief Commercial Officer

In Sub-Saharan Africa, over 600 million people lack access to basic healthcare. Reaching the last mile with essential healthcare services is challenging, as professional healthcare providers are lacking, and products and medication are often unavailable, too expensive or of poor quality. To solve this problem, Healthy Entrepreneurs was founded in 2012.

Healthy Entrepreneurs is a social enterprise with more than 10 years of experience in offering health services in rural areas in African countries. With our network of 18,000 Community Health Entrepreneurs (CHEs), more than 20 million people in Burundi, Burkina Faso, Kenya, Tanzania, and Uganda benefit from the home-based care services offered.

In the coming years, Healthy Entrepreneurs will expand her network to 250,000 Community Health Entrepreneurs, serving more than 300 million people in 20 countries. The package of health products and services offered will further expand using technology and other tailored innovations. By 2030, Healthy Entrepreneurs aims to be the leading last mile service delivery organization for primary healthcare in Sub-Saharan Africa.

To realize our ambitions, we need a Chief Commercial Officer (CCO), who is responsible for the revenues and the income generation of 250,000 Community Health Entrepreneurs in 10 Sub-Saharan African countries. He or she ensures all preconditions for successful CHEs are in place to maximize their impact on the lives of rural community members. The CCO is responsible for the commercial proposition offered, marketing and communication, route to market strategies and commercial capacity of the HE colleagues supporting the CHEs in building their businesses. The CCO is a commercial expert driven by change and impact who has relevant experience with scaling and management of agent distribution models, preferably in multiple Sub-Saharan countries. The CCO is part of the international leadership team.

### The position

The CCO is part of the Global Leadership Team (#6), and reports directly to the CEO. The CCO will work closely together with the Country Managers and Sales teams. The position holds the following responsibilities:

1. Responsible for development of vision and strategies for maximizing impact and commercial revenues
2. Building commercial teams at national and global level
3. Develop, improve and implement route-to market strategies
4. Maximizing impact and revenue generated by the Community Health Entrepreneurs (CHEs)
5. Driving the agenda to build successful micro-businesses incl. credit provision, decentralized stocks
6. Represent the customer and consumer focus in the global organisation
7. Business development, pricing and new products and services offered through the network responding to consumer needs
8. Further improving access to market for HE products and services
9. Leads the Marcom strategies and implementation for CHEs and their market
10. Responsible for HE several country operations in scaling stage

### Place of assignments

For this fulltime position, there is no place of assignment defined but Utrecht, Netherlands or another Healthy Entrepreneurs country office is preferred. Regular travel to and/or within Africa is required.

### Qualifications and profile

We are looking for a Chief Commercial Officer with the following characteristics:

- Master of Business Administration, or other relevant commercial degree

Date 23rd of August 2023

- Minimum 10 years of working experience of which 7 years relevant experience in a leading commercial position
- Minimum 5 years of relevant experience with B-B-C or agent driven business models
- Commercial and business-minded and in possession of an entrepreneurial spirit
- Strategic, pro-active, and resilient professional with broad cultural understanding
- Experience with fast growing revenues organisations in their scale up stage
- Intrinsically driven to contribute to social impact globally
- Willingness to travel up to 40% of the time
- Experience operating in Sub-Saharan Africa is required, preferably in rural or remote settings
- Experience with saving groups and share lending is preferred
- Available on a fulltime basis
- Fluent in English (both in speech and in writing)
- French speaking is preferred

### **Key competencies**

Key competencies for the position are

- Customer-focused
- Pro-active
- Commercial
- Excellent and open communication
- Communicate effectively across cultures
- Think strategically
- Build relationships & team player
- Perseverance & flexibility
- Goal-oriented and result-driven
- Creative or think out of the box
- Market development oriented
- Structured and organized

### **What we offer**

A loyal, dynamic and ambitious work environment. A team that wants to make a difference and create global impact! And an opportunity to take full responsibility and ownership, to further develop both the organization, personal skills and expertise at the same time. Remuneration is conform market standards.

### **More information**

For more information or to submit your application, please check [www.healthyentrepreneurs.com](http://www.healthyentrepreneurs.com) or reach out to [nicole@healthyentrepreneurs.nl](mailto:nicole@healthyentrepreneurs.nl). Please ensure your resume/CV and motivational letter are in by September 22<sup>nd</sup>, 2023.