



**CRUMDALE**  
— PARTNERS —

**Regional Sales Director, Captives**

**Workplace type:** Remote, Onsite, or Hybrid

**Job type:** Full-time

**Who We Are:**

Crumdale Partners is a diversified insurance firm providing custom, self-funded healthcare solutions to a limited distribution network of brokers, consultants, and agents nationwide. Ranked on the Inc. 5000 Fastest Growing Companies and Best Workplaces, we leverage industry expertise, superior talent, data analytics, and a disruptive mindset to manufacture, underwrite, and administer agile, transparent, and cost-saving solutions. We optimize the fragmented health benefits supply chain to reduce health benefit costs and create better outcomes for employers and employees.

At Crumdale, people come first. We strive to make a positive impact on the people we serve. We believe this starts with the passion and purpose of our team. Our company culture is rooted in alignment, innovation, and integrity.

**About the Job:**

Reporting to the Senior Vice President of Sales, the Regional Sales Director, Captives will act as Crumdale's captive subject matter expert and sales lead responsible for generating new business revenue and growing a profitable book of business. This role will identify and develop strong broker partner relationships, work through established distribution channels of existing health plan Regional Sales Directors, and established Crumdale preferred broker partners. The focus for this sales position will be mid-sized employers (generally 25-300 enrolled employees).

The Regional Sales Director, Captive will direct and coordinate all components for the development of new business to include working across various functional areas (underwriting, marketing, operations, account management, PBM, etc.). Crumdale's Regional Sales Director, Captives will also drive forward the orchestration and execution of captive related sales initiatives on behalf of the Senior Vice President of Sales, thereby extending the effectiveness of the organization.

**Key Responsibilities**

- Identify, educate, and develop strong broker partners
- Mastery of Crumdale's cost containment programs and their application for brokers and employers
- Create a regional sales plan that will support the successful attainment of goals and quotas



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- Execute sales techniques focused on the full sales lifecycle from lead generation to closing
- Communicate consistently across the sales team
- Build trust and alignment across the organization

**Minimum Activity Expectations**

- 1<sup>st</sup> month: 2 weeks in the office building for knowledge transfer of CP ecosystem and excellence
- Maintain 5-10 national broker relationships selling Crumdale's captive solution
- 100 calls and 150 emails per month minimum
- Average 5 broker meetings per week
- Average 10 quotes per week
- Maintain pipeline equivalent to 5x for annual stop loss sales goal
- Clean and accurate data in Salesforce and Outreach.io
- Quarterly meeting with Executive team to review scorecards and progress to discuss activities, quotes, revenue, pipeline, etc.

**Essential Qualifications & Skills:**

- At least three (3) years of experience in health plan captive sales
- Five (5) years' experience in the self-insured market
- Must possess strong negotiating skills and excellent written and oral communication skills
- Bachelor's degree preferred, or equivalent military service or work experience

**Benefits:**

- Medical insurance
- Dental insurance
- 401(k)
- Flexible PTO

**Compensation:**

- In addition to the base salary, the role is eligible for an annual bonus and sales commission.