



CRUMDALE
— PARTNERS —

Regional Sales Director, PBM

Workplace type: Remote, Onsite, Hybrid

Job type: Full-time

Reporting to: SVP of Sales

Who We Are:

Crumdale Partners is a diversified insurance firm providing custom solutions to businesses nationwide. We leverage industry expertise, superior talent, and a disruptive mindset to provide agile, transparent, and cost-saving solutions to optimize self-funded health plans. Founded in 2014, we are the fastest-growing purveyor of integrated insurance solutions, with deep-rooted experience in program management, TPA administration, PBM consulting, stop loss coverage, compliance, risk management, underwriting, and analytics.

At Crumdale, people come first. Our clients, colleagues, trading partners, and communities are our strength. Our company culture is rooted in alignment, innovation, and integrity. We are proud to be named to Inc. Magazine's Best Places to Work in multiple years.

Position Summary:

Reporting to the Senior Vice President of Sales, the Regional Sales Director, PBM will act as Crumdale's PBM sales lead responsible for generating new business revenue and growing a profitable book of business. This role will identify and develop strong new 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 (50-1000) and large employers (1000+).

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

About the Job:

- Identify and develop strong broker partnerships through execution of Crumdale's preferred broker certification and mutual engagement planning process
- 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
- Execute sales techniques focused on the full sales lifecycle from lead generation to closing



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- Communicate consistently across the sales team
- Build trust and alignment across the organization

Performance Expectations:

- 1st month: 2 weeks in the office building for knowledge transfer of CP ecosystem and excellence
- Maintain national broker relationships selling Crumdale's PBM solution
- 100 calls and 150 emails per month minimum
- Maintain pipeline equivalent to 5x for annual PBM sales goal
- Weekly and monthly meetings with CRO and SVP Sales to monitor sales achieved toward quota and new business pipeline
- Quarterly meeting with Executive team to review scorecards and progress to discuss activities, quotes, revenue, pipeline, etc.
- Clean and accurate data in Salesforce and Outreach.io
- Domestic travel up to 50%

Qualifications & Skills:

- At least five (5) years of experience in pharmacy benefit sales; ten (10) years preferred
- Ten (10) years' experience in the PBM, employer sponsored 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, role is eligible for annual bonus and sales commission.