

**Vice President of Group Sales, Homeland HealthCare
Allen, TX (North Dallas)**

Salary: Six figure base salary, plus commission

Company Information

- Homeland Healthcare is a third-party administrator of supplemental insurance plans nationwide.
- Homeland offers limited benefit plans that address the needs of individuals and families with pre-existing conditions that don't qualify for traditional major medical plans, or those who carry high deductible plans.
- Headquartered in Allen, Texas, the company received the *2009 Dallas 100 Award* from the Southern Methodist University, an award that recognizes the top *100 fastest growing companies in North Texas*.
- Membership base of more than 22,000 nationwide.

Community Information

From its amazing outdoor parks to every range of retail, from nationally recognized schools to environmentally conscious neighborhoods, Allen residents enjoy a wholesome community atmosphere with something for everyone. The city of Dallas, just south of Allen, covers approximately 343 square miles and, with a population of just over one million, is the ninth-largest city in the United States. The city, combined with Fort Worth and Arlington, helps form the fourth-largest metropolitan area in the U.S.

Your Role within the Company

Business Plans:

- Work closely with the Chief Marketing Officer (CMO) to develop program and departmental budgets and create business plans and strategies to forecast revenue for new and existing business.

Sales and Marketing:

- Oversee and ensure completion of the sales process, including generating prospects, submitting proposals and enrollment of new members.
- Drive the enrollment process by utilizing an aggressive enrollment management program, working with carrier partners
- Assist regional carrier sales representatives in planning group enrollments, presentations, and marketing strategies
- Conduct broker training and recruiting meetings.
- Oversee the development of all marketing programs, plans and creation of all marketing collateral.

Employee Development

- Create a culture that recognizes accomplishments and achievements
- Demonstrate leadership values
- Maintain consistent focus on talent development, recruitment and training

Background Profile:

- Health care insurance industry experience in Sales, Marketing or Underwriting.
- Ability to manage and coordinate the activities of 12-15 professionals, including training and development.
- Texas Group I General Lines Life, Accident/Health Agent License is required.
- Travel, as required