



JAY KLEINMAN

PARTNER - REVENUE GROWTH
INTERIM/FRACTIONAL CHIEF SALES OFFICER (CSO), CHIEF
REVENUE OFFICER (CRO), CHIEF GROWTH OFFICER (CGO)



RELEVANT EXPERIENCE

During his distinguished career, Jay's leadership roles have included:

SVP, Sales – Together Senior Health – Jay was recruited by Redesign Health as the first commercial leader for this evidence-based Alzheimer's/dementia digital therapy solution provider. He was responsible for all GTM and sales strategy, marketing, partnerships, sales operations, and execution, including maintaining a personal book of business. Primary clients include C-Suite of Medicare Advantage plans, ACOs, senior living facilities, and home health providers.

VP, Strategic Accounts – Prealize Health – Jay was responsible for sales strategy, processes, and execution for this AI/ML predictive analytics provider. Primary clients include the C-Suite of large risk-bearing organizations such as payors, ACOs, and third-party specialty care management and healthcare services organizations.

EVP – Centraforce Health – Jay led the sales, business development, and marketing strategy and execution efforts for this VC funded SDoH and Engagement analytics company. Primary clients included C-suite of payors and providers in need of data and insights to identify, understand, and intervene with populations with social risk and health equity factors that impact access to care.

EVP – Group One Insurance Services – As part of the leadership team, Jay retooled all sales and business strategies for this Canadian Managing General Agency. His efforts included the total turnaround of the business model, business development, and marketing approach, as well as re-negotiation of Lloyds of London insurance contracts. Jay's efforts ultimately helped raise investor funding to grow and expand Group One's national reach.

VP of Business Development – Conifer Health Solutions – Jay originally joined Tenet Health Care Corporation to lead the commercialization strategy for its revenue cycle operation, becoming Conifer Health Solutions. He led initial marketing efforts, as well as driving new sales. He also played a key role in the commercialization of an acquired population health/VBC organization.

PERSONAL STATEMENT

For early to mid-stage companies, especially those raising capital, I believe revenue growth is the most important element of success, second only to product market fit. These organizations need the highest level of growth strategy, experience, and execution but can rarely afford the talent that this requires. I fill that need efficiently and effectively as a fractional or interim CRO/CGO. In partnership, we can develop and execute strategies to win new customers, while creating best practices, processes, systems, and infrastructure to be best positioned to achieve critical business and growth goals.

I'm a seasoned sales, strategy, and business development leader with over 30 years of experience in healthcare services (payor/provider), MedTech, insurance solutions, SaaS, marketing/advertising, and analytics. My track record of success includes end-to-end sales processes leading to multi-year, 7+ figure agreements.

PRACTICE FOCUS

Growth Strategy

- Business Model
- Go to Market Planning
- Product Market Fit & Pricing
- Sales Distribution Strategy
- Target Marketing

Sales

- Account Based Marketing & Sales
- Opportunity Management
- Pipeline Forecast Management
- Sales Compensation
- Sales Process Design
- Sales Methodology
- Sales Talent Assessment
- Strategic Alliances

Marketing Service

- Brand Building
- Content Marketing

Specialty

- Customer Success
- Key Account Management

EDUCATION

Auburn University
BA, Industrial Psychology

SECTOR EXPERIENCE

Healthcare

- Elder & Senior Care
- Hospitals & Health Systems
- Managed Care
- Payors (Commercial/Govt.)
- MedTech

Insurance

- Commercial/Professional
- Commercial Broker Relations
- Liability
- Lloyds of London

Commercial Services

- Advertising/Media
- BPO/Outsourcing