

adam

Director of
Transformation

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Introduction

Thank you for your interest in the role of Director of Transformation with *adam*. We want to transform how the world buys services, whether that be people buying for themselves or for others. In a short space of time we have had a significant impact on how local government and the NHS buys services for people. Join us and you'll be part of a driven and ambitious organisation looking to make a big difference in the world.

We took on our first contract at the end of September 2012 and already manage spend through our technology in excess of £1 billion per annum. We already work with over 50 local authorities and NHS bodies across the UK buying goods and services from housing, to education, to health and social care. Our system not only allows users to buy high quality goods and services at better prices, it also allows them to buy in a responsible way taking account of various social, environmental and economic factors. We have ambitious plans to launch new products, market to new sectors, and continue to build a disruptive business that redefines how people expect to buy.

Our growth has been impressive, and our expectation is that it will continue to accelerate over the coming years. We are profitable and committed to investing those profits back into the business to fuel further growth. In five years' time, *adam* will have changed the face of how people access local services in the UK.

The role of Director of Transformation is crucial to our future success. As part of the board and senior management team your key task will be to drive our customer acquisition strategy with pace and dedication, attracting new clients and building strong relationships. We have built a truly remarkable product; we are first mover into a multi-billion pound market, and we now need you to help us reach our potential.

If the role presented here appeals to you, please take the opportunity to talk to Jim Banks, Philippa Corr or David Fielding at Attenti who are advising us on this key recruitment. Their contact details can be found in the How to Apply section later in this document. Please note that all applications direct or otherwise will be forwarded to our retained consultants at Attenti.

I look forward to meeting you. With best wishes,

Chris Wilson, Managing Director - *adam*



About *adam*

adam is an ambitious and disruptive technology company, and we are changing how people in the UK find the services they need. Historically working in the public sector, we have been responsible for revolutionizing how government sources a range of services for the most vulnerable in society, from health and social care, to education and housing.

Take the Staffordshire Clinical Commissioning Groups (CCGs), our first customers in the NHS space secured in early 2016. Since launch we have managed to not only deliver an 8% saving on the price paid for their Continuing Healthcare (generating millions of pounds of savings to the taxpayer), we can also point to evidence of better quality and person-centered care because of the *adam* solution. We are also contributing to huge gains in how quickly they can move patients out of hospital beds back into their own homes, positively affecting people's lives and wellbeing.

The technology exists to take an individual's needs and scour the entire market for the right service, the right provider, and at the best possible price. We are buying services for thousands of people each month and by harnessing the power of technology, we know we are doing the best for each and every one of them.

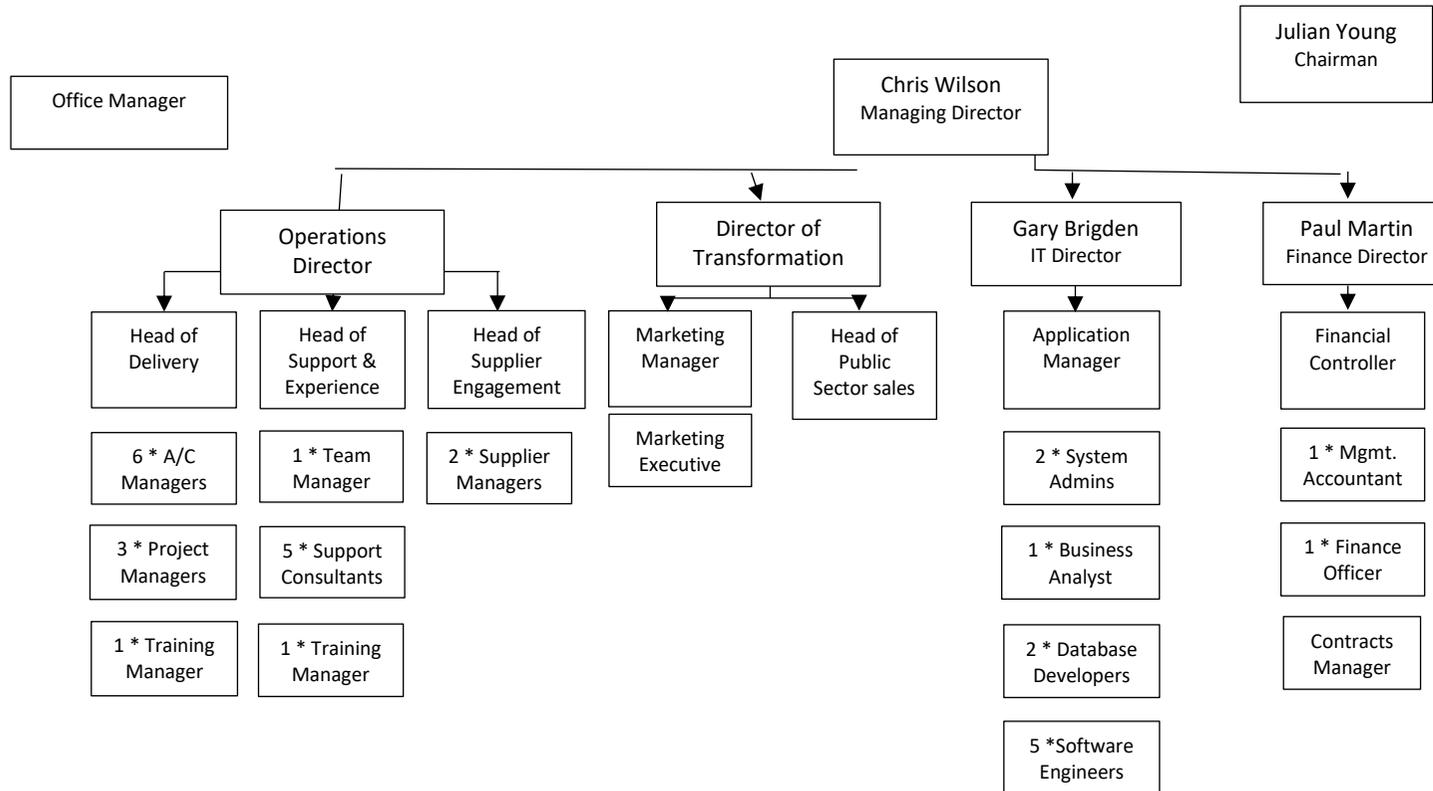
Our market is huge, in the UK alone the social care market is in excess of £20bn per year. With an ageing population and the state under pressure we are well placed to own the services procurement space in the UK. And we have longer term ambitions to move abroad post Brexit, as we know the technology would work across the EU and beyond.

adam is a privately-owned company based in Milton Keynes. Formed from within a group of companies in 2012, *adam* has since been separated from the group and has established itself as a profitable and growing business. With consistent 30-50% growth in turnover over the last few years and no direct competitors, we want to accelerate growth further and truly own the services procurement market in the UK.

Put simply - we are going to change the way that the world finds the services it needs.

Read more about some of our successes at www.useadam.com/news.

Organisational Structure chart



The Role

As the Transformation Director, you will be responsible for increasing our reach and impact. You will lead all sales, business development, communications and marketing activity within *adam*.

This will require a complete and comprehensive review of the current sales and marketing process and sales team, and addressing any problems this uncovers from the top down. This will involve listening and engaging with our customers and recruiting new team members capable of maximizing the huge market opportunity and enabling it with the retuning of a process and a set of collateral.

Therefore it is vital that you will have gravitas, vision, creativity, leadership, tenacity as well as being mentally and verbally dexterous. In addition to the right experience and a proven track record, we believe that if a person has all of these qualities then they will make the role theirs.

Key Responsibilities

Strategy, Plans and Budgets:

- o Implement new sales strategy, based on company strategic sales objectives;
- o Develop and execute an operational plan to ensure successful delivery of the sales strategy;
- o Work with wider teams to create a comprehensive sales toolkit;
- o Ensure effective and timely delivery against budgeted numbers;
- o Analyse and evaluate the effectiveness of sales and marketing tactics, methods, costs and results, against the operational plan;
- o Evaluate current marketing strategy and identify new initiatives to support company objectives;
- o Maximise potential of existing reseller arrangements as part of wider go-to-market strategy;
- o Leverage success stories and relationships in the existing customer base to drive wider market adoption.

People and Processes:

- o Take responsibility for the overall effective management of the Sales and Marketing teams;
- o Monitor and manage the performance of the team members;
- o Define and implement KPIs for the staff, in alignment with the Strategy and Plans;
- o Coach and mentor the team members to ensure effective and efficient sales operations;
- o Work to perpetually improve and hone the process and materials.

Reporting:

- o Reporting directly to, and working closely with, the Managing Director to ensure sales and marketing efforts are operating in line with Company objectives;
- o Develop and implement regular reporting to the Managing Director and the board in relation to sales performance and sales cycles;
- o Regular reporting to Managing Director regarding common objections and obstacles to successful delivery of the sales strategy;
- o Attend company Senior Management Team (SMT) meetings and sit on the Board;
- o Report any people/performance related issues to the Managing Director;
- o Regular reporting on the sales pipeline and forecasts to the Managing Director and the Board.

Person Specification

You should be able to demonstrate and provide evidence of the following criteria within your written application. These will be further explored at various stages throughout the selection process. To be successful in this role you will have:

Part One

- o Significant experience of leading transformational change;
- o A successful track record of achievement in planning, executing, and delivering operational sales and marketing strategies;
- o An understanding of procurement and/or commissioning services would be highly desirable (alternatively experience within the Local Government, Health and/or Social Care sectors would also be valuable)
- o Exceptional communication skills, with demonstrable experience of establishing credibility, building relationships, and engaging with a wide range of stakeholders;
- o Significant consultative selling and negotiation skills, with a proven track record of successfully pitching for new business
- o An entrepreneurial mind-set with the ability to spot and seize opportunities
- o Proven experience of working closely with operational teams to develop a customer-centric sales approach
- o Extensive experience of growing, managing, coaching and motivating a team as a compelling leader;

- o Sound understanding of governance, and experience of working effectively with Non-Executive Directors;
- o Excellent presentation skills with the enthusiasm to champion a vision of change and innovation;
- o Excellent analytical and reporting skills, with the ability to quickly assimilate, prioritise, and articulate complex information and sales processes;
- o Demonstrable experience of selling technology and service solutions, preferably in a B2B environment;
- o Significant commercial acumen and financial skills, with experience of strategic business planning;

Part Two

- o Successful experience of engaging with a range of senior leaders across the public sector would be advantageous but not essential;
- o Resilient with the ability to drive projects through tensions and conflicts, overcome obstacles, and take calculated risks to accomplish goals;
- o The ability to operate at a senior level with gravitas, to inspire confidence, and to be mentally and verbally dexterous;
- o High levels of emotional intelligence and empathy to allow effective engagement of operational stakeholders and junior level influencers during the sales process;
- o Diligent and persistent with a high degree of emotional intelligence and empathy with the customer mind-set;
- o Superior cognitive skills, with creative thinking and problem solving abilities;
- o Results-oriented, dynamic, and tenacious, with a hunger for new opportunities;

Timetable

Sunday 29 th April	Closing date for all applicants
w/c 7 th May & 14 th May	Preliminary Conversations at Attenti
w/c 21 st May	Informal meetings and conversations at <i>adam</i>
w/c 28 th May	Final Meetings

Terms and Conditions

adam employees benefit from working in modern offices based in central Milton Keynes, close to the train station and shopping centre. Our environment is challenging and dynamic, but also fun and hugely rewarding.

All staff at *adam* are given a comprehensive induction plan that helps integrate new staff into the business, their team, as well as setting clear goals for each week. Information is shared by presentations, reading, shadowing experienced staff and face-to-face meetings with all departments to ensure new employees have a comprehensive understanding in all areas of our business.

We also provide a range of internal training resources and courses to help you develop your core skills, and a tailored personal development plan is put in place with all staff at the end of their induction process. In addition, we have close links with the Cranfield School of Management, one of the leading business schools in the UK, and staff may attend relevant courses at the university or indeed attend Cranfield courses in our office commissioned solely for *adam* staff.

Finally, all staff benefit from a personal training budget of £1,000 per annum to supplement the above to spend on any personal development that is of interest.

Our offer will consist of:

- A significant six figure package which is negotiable
- A performance related bonus
- 25 days annual plus statutory days
- Pension 6% employer contribution
- Opportunity to earn and grow a valuable equity stake
- Private Health Cover
- Car Allowance
- The core team is based in our High Tech offices in Central Milton Keynes

How to apply

If you are interested in applying for this role, please do so via the Attenti website;

<http://www.attenti.co.uk/adamdt>

Please ensure your application includes:

- A comprehensive CV including details of your achievements in each role.

- A supporting statement. This should clearly set out how you feel you meet the key criteria for this role as set out in part one of the person specification, preferably with examples. We're interested in how you've gone about your work - give us examples, numbers and scope; tell us what the outcomes were and how these met your organisation's objectives. Please note applicants who only send a CV will not be considered.
- Details of two referees, one of whom should be your current or most recent employer. These should be individuals you'd be happy for us to contact as part of the process. We will not, of course, do this without your prior consent.

Please ensure you familiarise yourself with the timetable for this recruitment process and indicate in your application any dates when you will not be available, or where we might have difficulty in contacting you.

Attenti will respect the privacy of any initial approach or expression of interest for this role.

All applications will be acknowledged.

Closing Date **Sunday 29th April 2018.**

For an informal and confidential discussion or if you have any questions about this role or recruitment process please contact our advising Consultants, Jim Banks on 07787 004 768, or Philippa Corr on 07825 603 696 or David Fielding on 07810 507 235.

Thank you for your interest in this unique opportunity. We look forward to hearing from you.