

Growth Lead, IN

Location: India

Lifetrack Medical Systems is a Singapore headquartered health-tech company that has developed and deployed the first scalable, distributed medical imaging software designed for affordable access in emerging markets. Our LifeSys™ platform is used by large healthcare chains, public health systems, and radiology group practices to scale their radiology operations seamlessly, without the pain or cost of legacy medical imaging software. LifeSys™ is now serving hundreds of thousands of patients annually across Southeast Asia, South Asia, Africa, the United Kingdom, and the United States.

Lifetrack's mission is to build simple, elegant, powerful, and intuitive software platforms for the entire healthcare ecosystem, starting in medical imaging in emerging markets, where the needs are greatest and the resources are scarcest. We are trusted and backed by the Asia Impact Investment Fund of the UOB Group and Credit Suisse, the corporate VC arm of Philips Healthcare, and Kickstart Ventures of the Philippines' Ayala Group.

Core Responsibilities

The Growth Lead will play a critical role in identifying, jumpstarting and developing long-term commercial relationships across the range of potential partners and report directly to Lifetrack's CFO and Commercial Director. The main objectives of the Growth Lead, India are:

1. **Define the right market entry strategy for exponential growth**
 - Craft the go-to-market offer for our product given Lifetrack's technology and capabilities, the competitive landscape, and local customer needs
 - Identify customer segment(s) that are the strongest potential early adopters of our platform and start building relationships with them
 - Understand any key regulatory requirements for Lifetrack to commercialize its product, and map out the investment required for compliance
2. **Grow Lifetrack's market presence and customer base**
 - Manage Lifetrack's existing relationships in India to create strong promoters, drive new projects, and establish reference partners/customers
 - Introduce Lifetrack to and cultivate relationships with Key Opinion Leaders who can function as champions in their respective medical establishments
 - Source, develop and close customers from the segment(s) identified from the market entry strategy to drive early growth and adoption
 - Build up the commercial pipeline to maintain growth steadily over the next 3 years
 - Represent Lifetrack in marketing events, conferences, or conventions that are relevant for the Indian healthcare market
 - Close a minimum of \$10,000 USD MRR per year.

3. Support Lifetrack's operational build-up in India

- Work with the CFO and Commercial Director on the setup of Lifetrack's corporate entity for India.
- Actively participate in recruitment and evaluation for India-based team members
- Other critical tasks for coverage of India, as may be determined by the CFO and Commercial Director

Critical Qualities

Strategic mindset. To successfully guide Lifetrack's expansion in India, the Growth Lead must establish a strong understanding of the market landscape and map out how to leverage Lifetrack's positioning, resources and network to drive exponential growth.

Tenacious execution. The Growth Lead will be expected to deliver on targets set by the Board for scaling up our business in each market. The ability to relentlessly drive results, prioritize his/her time and manage or obtain the right resources to achieve them are key requirements for the role.

Ownership mentality. As the primary representative to customers and partners of Lifetrack in India, the Growth Lead role requires an individual who is hungry to go the extra mile to deliver our commitments and build credibility in the market, and is willing to own the outcomes.

Relationship builder. Establishing Lifetrack as a trusted and recognized partner in the healthcare scene of India will take time and multiple interactions. The Growth Lead must demonstrate the ability to develop strong, long-lasting professional relationships and a wide network of contacts.

Operating Principles

Purpose-driven. We are looking for individuals who are aligned with our mission and are motivated by working on healthcare technology that can positively impact millions of lives around the world.

Do it right, from the start. We believe in starting from first principles and putting in the hard work now to avoid more work down the future. Our LifeSys™ platform, built from the ground up, reflects this.

Radical transparency. We want our people to keep growing and improving. Receiving and giving feedback is critical for this. We expect people to be upfront, open and willing to learn from each other.

Crush the bottlenecks. We are always focused on the critical path to achieving results. We expect our members to be relentlessly efficient in clearing the obstacles to this critical path.

Going the extra mile. We like and reward team members who are not only good at their jobs, but will raise their hand and propose projects or solutions that help take Lifetrack forward.