

## **Job Description**

### **Business Development Manager EASE® Healthcare - Nigeria**

*EASE® Nigeria (www.easeglobal.com) is a fast-growing subsidiary company of African Asset Finance Company (AAFC) (www.aafc.com), with an initial focus on providing the use of diagnostic radiology equipment to customers on a pay-per-use basis. EASE® offers CT and MRI Scanners, Mammography machines and other diagnostic radiology equipment from leading original equipment manufacturers.*

*At AAFC we provide customers with the use of equipment through a variety of programs, such as EASE® (Equipment-as-a-Service) in the Healthcare, ICT and Agricultural markets. We allow our customers to pay for the use of the equipment from the cash flows the equipment helps generate.*

*We aim to build sustainable and profitable businesses in the equipment-as-a-service, equipment rental and equipment leasing industries. In doing so, we enable long-term, sustainable growth, help accelerate economic activity, create hundreds of thousands of jobs and generate attractive risk-adjusted returns for our investors and lenders. And we bridge the gap between capital markets with ample liquidity and emerging markets in need of solutions for equipment-as-a-service, equipment leasing, and asset backed financing. AAFC is a privately owned US corporation, with its main office in New York.*

*We have organized our portfolio around several equipment categories. AAFC currently has operations and/or offices in Ethiopia, Ghana, Nigeria, Dubai, The Netherlands, and the USA, and is working to expand to several other countries, such as South Africa, Ivory Coast, Senegal, Togo, Angola, Tanzania, Uganda, DRC, Rwanda and Kenya.*

*EASE® commenced operations in Nigeria in 2022 and we are now looking to expand our footprint and reach to more healthcare customers across the country. To implement our ambitious growth strategy, we are looking for a dynamic and results-driven Business Development Manager for Healthcare to join our team in Nigeria.*

#### **Reporting to:**

Vice President, Healthcare (functionally)

#### **Location:**

Nigeria (Lagos or Abuja)

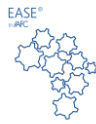
#### **Job Objective:**

To develop and manage a portfolio of customers in the healthcare sector for the EASE® Healthcare offering in Nigeria.

#### **Key Responsibilities**

The business development manager will be responsible for:

- Generating a pipeline of potential customers and managing the conversion of leads and prospects into customers.
- Realizing annual and quarterly goals with respect to pipeline generation, conversion rates, customer acquisition, contract yields and customer retention.
- Coordinating the customer vetting process (in collaboration with the credit team), leads the completion of transactions.
- Account management, customer satisfaction and managing relationships with existing customers.
- Managing or co-managing collaborative relationships with the local (partner) organizations of the Original Equipment Manufacturers (OEMs), who are our third-party service providers for installation, maintenance, support, customer training and an important source of lead generation.



- Contributing, in close collaboration with colleagues, to building an organization brimming with operational excellence, the implementation of technology platforms, the evolution of and compliance with standard operating procedures.
- Local implementation, execution and monitoring of all policies and procedures related to business development and account management.
- Continuous updating of the CRM platform and for regular and accurate reporting of business development activities and contributes to consolidated and group level reporting.
- Operating in close collaboration with other members of the broader business development team of EASE®.
- Participating in the development of new service offerings and contributing to the evaluation and expansion of the EASE® Healthcare program to other equipment categories.
- Proposing a departmental annual budget and operating plan in the context of EASE® Nigeria's and the Group's plan and budget.
- Upholding the values of EASE® and AAFC.
- Being fully compliant with all applicable regulations, codes of conduct and standards.

### **Qualifications, Experience, Characteristics and Skills**

Minimum qualification(s):

- University (Bachelor's plus Masters) degree, preferably in Medical Science and/or Business Administration.
- Fluent in English, preferably with good working knowledge of local language(s).
- Must be eligible to reside and work in Nigeria.

### **Minimum Experience:**

- Relevant commercial and professional experience in the healthcare (services) industry, medical equipment industry or a similar field, with a proven personal track record of customer acquisition and account management, and preferably with some experience in financial modelling.
- At least 10 years of working experience.
- Has at least 5 years of hands-on, on the ground, experience in the local market.
- A keen knowledge of the local market and good awareness of relevant trends in the healthcare industry.

### **Desirable Characteristics & Skills:**

- Results-driven, with a commercial mind-set and a strong sense of collective ambition and shared ownership of success, while accepting individual responsibility.
- Entrepreneurial, mature, and high-energy, analytically strong, self-starter and team player, with good cross-cultural communication skills and a "can-do" mentality.
- A great communicator with excellent people skills, has an eye for detail, and an unbiased, "open mind" in evaluating potential solutions.
- Methodologically driven, process-oriented, and with a best practice mind-set; a quick study and an easy and flexible adopter of new initiatives and technologies.
- Solid emotional intelligence and a healthy dose of cultural sensitivity.
- Understands and subscribes to the importance of compliance and transparency.
- Subscribes to the values, ethical standards, and vision of EASE® and AAFC.

Interested candidates are requested to submit a short cover letter and resume to [jobs@easeglobal.com](mailto:jobs@easeglobal.com).

*African Asset Finance Company (AAFC) and its affiliate companies are equal opportunity employers and prohibit discrimination and harassment of any kind. We are committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment. All our employment decisions are based on business needs, job requirements and individual qualifications, without regard to gender, race, color, religion or belief, family, parental status, etc., and we encourage candidates of all ages to apply.*

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