

## JOB DESCRIPTION

Job Title	<b>Platform Partnerships Manager</b>
Reports To	VP Partnerships
Responsible For	N/A

### Purpose

To continue building a sustainable partnerships capability and take existing relationships with platform partners to the next level of engagement. Support the VP Platform Partnerships in the continuous expansion of a robust, scalable partnerships function in a state-of-the-art digital business with global ambitions.

### Responsibilities

The **Platform Partnerships Manager** will have exposure to all functions of the business and support a number of external relationships with a strong focus on the providers of AI applications. They will be also supporting, from time to time, engagements with customers, channel partners and suppliers. The candidate will work closely with the VP Platform Partnerships and SVP Partnerships and members of Blackford Leadership Team.

Key responsibilities include:

#### Developing and Managing Partnerships with AI application providers:

- Foster strong, collaborative relationships with existing partners
- Develop and implement strategies to maximize the value of partnerships
- Collaborate with internal teams such as Product Management, Product Development, Sales and Marketing to ensure alignment and support for Partnership initiatives
- Establish feedback mechanisms with partners to continuously improve the partnership process and address any issues in a timely manner
- Monitor changes in partners' product portfolio (new product, pricing or upgrades) and report contractual changes to management when required

#### Post-Implementation Analysis:

- Monitor the performance of partnerships against agreed metrics and key performance indicators (KPIs)
- Conduct post-implementation analysis to assess the success and areas for improvement in partnerships
- Collaborate with partners to enhance customer satisfaction and success, ensuring that product implementation meet customer expectations

#### Industry Trends and market research

- Stay up-to-date on industry trends, competitor activities, and emerging technologies to identify new partnership opportunities
- Conduct market research to identify potential gaps and opportunities for partnerships that can contribute to business growth

#### Compliance and Risk Management:

- Stay informed about relevant laws and regulations impacting partnerships in the medical imaging and AI sector
- Assess and manage risks associated with partnerships and ensure compliance by working

closely with Blackford's Quality, Assurance, Regulatory and Compliance team

- Comply with information security requirements as detailed in the Information Security manual

Competencies	
Specialist job related knowledge and/or qualifications	<p>Essential</p> <ul style="list-style-type: none"> <li>• Strong experience of B2B relationships, including an utmost attention to detail regarding the terms and conditions of partnerships contracts.</li> <li>• In-depth knowledge of sales process and how to communicate about sales pipelines with multiple stakeholders (internally and externally).</li> <li>• Understanding of digital business models.</li> <li>• Work proactively to identify and mitigate potential challenges, address and resolve issues that may arise during the partnership lifecycle.</li> <li>• Interest for the technical aspects relating to AI medical imaging to understand the technical issues customers and partners can encounter and initiate the troubleshooting actions with the relevant internal teams.</li> <li>• Prepare and deliver presentations to key stakeholders and partners.</li> <li>• Confident and articulate communicator to effectively communicate the value proposition of partnerships to internal and external stakeholders.</li> <li>• Participation in international events such as conferences and tradeshows to meet in-person with multiple partners' stakeholders including C-levels, VPs and SVPs, Product Managers, Sales and Marketing teams.</li> </ul> <p>Desirable</p> <ul style="list-style-type: none"> <li>• Experience in the healthcare industry</li> <li>• Knowledge of quality, compliance and regulatory processes relating to medical devices</li> </ul>
Job related skills / behaviour	<ul style="list-style-type: none"> <li>• Excellent interpersonal and negotiation skills</li> <li>• Adaptability and flexibility: understand that one strategy may not satisfy all partners and that "out of the box thinking" may be required to progress and succeed.</li> <li>• Quick learner with the ability to assimilate new concepts at pace</li> <li>• Ability to manage confidential information relating to partners and customers</li> </ul>