



## **Title: Vice President for Strategy and Engagement**

**Reports to:** Sequoia CEO

**FLSA Status:** Exempt, Full Time

**Supervisory Responsibility:** N/A

**Location:** Remote

**Compensation Range:** \$227,900 to \$283,700

### **POSITION SUMMARY:**

The Vice President for Strategy & Engagement is a member of the executive team with responsibility for leading an overarching and comprehensive engagement strategy that furthers the organization's mission and position as a leader in nationwide interoperability.

The VP provides subject matter expertise and guidance for strategic engagement in health information technology and policy, especially as it pertains to the federal government, including alignment of efforts in support of nationwide information sharing.

The VP establishes and maintains strategic relationships with governmental agencies and diverse stakeholders in the health IT community and fosters strong collaborations with Sequoia's cross-functional team including marketing, policy, and business development to advance these relationships across multiple The Sequoia Project business lines.

### **What is The Sequoia Project?**

The Sequoia Project is a non-profit with a public service mission to advance the ability of health IT systems to interoperate for the improvement of patient care and the reduction of costs in the healthcare system.

### **ESSENTIAL FUNCTIONS:**

- Develop and execute overarching engagement strategies, in partnership with the CEO and executive leadership team, to advance strategic goals and priorities.
- Maintain subject matter expertise in health information technology and policy and advise the CEO and leadership on stakeholder views about issues and events relevant to the company's work, especially as they relate to government relationships and contracts.
- Foster strong, collaborative working relationships among Sequoia teams, programs, and workgroups to ensure alignment of priorities, messaging, and engagement efforts.



- Oversee Sequoia's stakeholder outreach and public information and educational programming dissemination strategies for multiple business lines in collaboration with the business development and marketing teams.
- Lead the development of specific outreach strategies to encourage participation in TEFCA. In close partnership with the marketing and policy teams, implement strategies such as focus groups, development and testing of educational materials in various media (print, video, etc.), identification of key communication partners, and specific communication efforts.
- Secure, strengthen, and expand Sequoia's strategic relationships with federal agencies.
- Deliver subject matter expertise and advisory services on consulting projects; this may include overseeing the project in coordination with the CEO, coordinating the project delivery team, serving as a liaison to clients, and developing reports, other written deliverables, and presentations
- Identify and secure opportunities to provide advisory services via federal or private-sector contracts by leveraging relationships and recognizing unmet needs aligned with Sequoia's expertise.
- Provide leadership and subject matter expertise to various workgroups under the Interoperability Matters Initiative, as appropriate.
- Collaborate with the CEO to enhance Sequoia Board engagement to advance sustainability for the company.
- Lead strategic-level discussions and presentations on complex issues with audiences of key stakeholders including CEOs, CTOs and other external senior leaders
- Partner with the marketing and business development teams to manage the budget for the strategy and engagement activities.
- Model the Company's values and Code of Conduct; manage resources and business objectives in compliance with the Sequoia Project policies and standards.
- Other duties and special projects as required.

#### **KNOWLEDGE, SKILLS, AND ABILITIES:**

- Ability to work in a highly dynamic, team-oriented environment, with strong interpersonal skills
- Success leading in a highly collaborative, cross-functional setting, ensuring strategic alignment among all teams
- Success developing and guiding the implementation of long- and short-term organization-wide engagement campaigns, with the ability to manage input from a variety of stakeholders
- Ability to analyze complex issues to develop relevant and pragmatic plans, programs and recommendations
- Exceptional written and verbal communication skills
- Proven ability to present complex issues to an external audience and facilitate discussion and consensus as appropriate
- Subject matter expertise in HIT, interoperability, health information exchange, and related public policy

#### **EDUCATION, TRAINING AND EXPERIENCE:**

- Master's degree preferred or equivalent experience



- 15+ years of work experience/10+ senior level work experience, preferred in the Health IT and/or governmental relations.
- Proficiency in MS Outlook, Word, Excel, and PowerPoint

**PHYSICAL AND MENTAL REQUIREMENTS:**

- Ability to work on a computer for extended periods of time to include typing and working on a computer monitor
- Ability to stand or sit for extended periods of time
- Extended working hours and travel may be necessary
- Occasional lifting of 15 to 20 lbs

*“All qualified applicants will receive consideration for employment without regard to race, color, religious creed, national origin, ancestry, citizenship status, age, sex or gender (including pregnancy, childbirth and related medical conditions), gender identity or expression (including transgender status), sexual orientation, marital status, military service and veteran status, physical or mental disability, protected medical condition as defined by applicable state or local law (such as cancer), genetic information, or any other characteristic protected by applicable federal, state or local laws and ordinances.”*