

# LifeSpeak Inc.



## Partner Relationship Manager

**Status:** Full-Time

**Reports To:** SVP Partnerships/VP Partner Success

**Start Date:** TBD

**Location:** Remote

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### Company Overview:

LifeSpeak Inc. is the leading whole-person wellbeing solution for employers, health plans, and other organizations. LifeSpeak Inc.'s suite of digital solutions allows organizations to provide best-in-class content and expertise at scale, empowering individuals to live their healthiest lives. As the parent company to LIFT Digital, ALAViDA Health, Torchlight, and Wellbeats, LifeSpeak Inc. provides a flexible portfolio of wellbeing solutions across mental health, wellness, fitness, nutrition, substance use, and caregiving. LifeSpeak Inc. has more than 30 years of collective experience working with Fortune 500 companies, government agencies, insurance providers, and others across the globe. Insights from LifeSpeak Inc.'s digital and data-driven solutions uncover gaps in wellbeing at the individual and organizational levels, ultimately enhancing workplace performance outcomes.

At LifeSpeak Inc., we embrace the following core values:

- **Growth-minded:** We are always striving to improve, unafraid to learn, adapt, and evolve to become better every day
- **Engaging:** We engage our clients with exceptional customer service and members with high-quality solutions built on the trusted expertise of leading professionals
- **Achievement-driven:** With relentless focus, we hustle to hit ambitious goals while holding ourselves accountable every step of the way
- **Courageous:** We make bold decisions, even when they're difficult, staying true to our commitment to progress and impactful outcomes
- **Solution-oriented:** We embrace challenges as opportunities to create meaningful solutions, ensuring we approach every problem with clarity and determination
- **Systematic:** We trust processes and best practices as the foundation for success, while continuously refining them to foster growth and innovation

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## Job Description:

The **Partner Relationship Manager** is responsible for driving business growth through LifeSpeak's channel partner ecosystem and providing strategic recommendations for the partnerships and respective end clients. This role focuses on developing strong, collaborative relationships with our partners, ensuring they are well-equipped with the tools, knowledge, and resources necessary to advocate for our solutions effectively, through the full client lifecycle. This role requires a balance of relationship management, strategic pipeline building, sales enablement, and product based strategic planning to maximize opportunities and client success within the partner network.

## Primary Responsibilities:

- Build and nurture strong relationships with key channel partners, ensuring they are fully engaged and aligned with LifeSpeak's solutions.
- Act as a trusted advisor to partners by understanding their business models, client needs, and identifying opportunities for collaboration.
- Work closely with **Sales Leaders, Strategic Account Executives, Partner Success Managers and Account Managers** to align partner strategies and drive revenue growth.
- Develop and execute partner engagement strategies, including pipeline development, lead generation, and joint go-to-market initiatives.
- Consult partner contacts on client best practices and member engagement strategies to increase product adoption and utilization.
- Work with partner contacts to deliver end client outcomes, maximizing renewal and expansion.
- Ensure partners have access to the necessary **sales enablement tools**, including marketing collateral, training materials, and product updates.
- Conduct regular partner training sessions to reinforce solution knowledge and enhance partner sales and success capabilities.
- Drive accountability by tracking partner performance, analyzing key metrics, and implementing improvement strategies where needed.
- Foster alignment between LifeSpeak's internal teams and partner organizations to ensure seamless collaboration and mutual success.
- Participate in industry events, conferences, and partner meetings to strengthen relationships and identify new opportunities.

## Required Qualifications and Skillset:

- Bachelor's degree in business, sales, marketing, or a related field.
- 3+ years of experience in **channel partner management, business development, client service or engagement, or strategic partnerships** within the **B2B health and wellness industry**.
- Proven track record of driving revenue growth through partnerships and indirect sales channels.
- Strong understanding of modern sales techniques, tools, and CRM software (Microsoft Dynamics, Sales Navigator, ZoomInfo, etc.).
- Exceptional relationship-building skills with a demonstrated ability to influence stakeholders.

- Excellent communication and presentation skills with the ability to engage and motivate external partners.
- Highly strategic, data-driven, and results-oriented, with the ability to manage multiple priorities effectively.
- Willingness to travel as required to meet with partners and attend industry events.

*At LifeSpeak, our goal is to be a diverse and inclusive workplace that is representative, at all job levels, of the clients we serve. We're proud to be an inclusive company and an Equal Opportunity Employer and we prohibit discrimination and harassment of any kind. We believe that diversity and inclusion among our teammates is critical to our success as a company, and we seek to recruit, develop, and retain the most talented people from a diverse candidate pool. If you're thinking about joining our team, we expect that you would agree!*

*If you need assistance or accommodation due to a disability, please email us at [hr@lifespeak.com](mailto:hr@lifespeak.com) and we'll be happy to assist you.*