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Chief Customer Officer

Client: [Redox, Inc.](#)
Location: **Anywhere in the US – no relocation required**
Reports to: CEO
Founded: July 4, 2014
Funding: \$50M total funding including:
\$10M series B raised in January 2017 and \$33M Series C raised April 2019

Company Overview

The healthcare market in the U.S. alone is a \$3.5 trillion industry. In 2017 healthcare surpassed retail as the largest industry in the US based on number of employees (1 in 8 working Americans, work in healthcare). It is also arguably the most recession proof.

No one will deny healthcare is broken. It has been a real laggard in IT and slow to adopt new cloud applications that will enable healthcare to significantly improve patient outcomes and reduce costs. A primary impediment to innovation in healthcare and the industries adoption of cloud software is an integration challenge unique to healthcare. This is the problem Redox solves. Redox is an integration platform and network that is the bridge between healthcare's unique IT infrastructure and new cloud applications and services.

Creating a scalable integration platform is the first step in Redox achieving a much bigger vision; Become the ubiquitous platform for healthcare data. The first time a SaaS application (vendor) uses Redox to integrate with a healthcare organization (HCO) there is some heavy lifting required by Redox to engineer and project manage the integration. But because they build reusable components and normalize the data across their platform the time required to "go-live" on the second connection with an HCO or application vendor is dramatically reduced. So, with each new HCO or vendor Redox connects to their platform their network becomes increasingly scalable, versatile, and easy to use. With a critical mass of users Redox becomes the de facto communications platform and is an easy choice for any company that uses or shares healthcare data. Not only will Redox's platform be a highly defensible business it will enable advances in healthcare technology not possible today.

"We were blown away by the network effects Redox has already generated and how foundational their platform has become to achieving the promise of Digital Health."

Chelsea Stoner, General Partner Battery Ventures

On April 17th, Redox announced closing a \$33 million Series C round of funding led by Battery Ventures. It is the "network" nature of their business model and size of the opportunity that enabled them to raise more money, in less time, and at a higher valuation than they expected.

An interesting analog to Redox and their vision is a company called Plaid (www.plaid.com). They are using a similar approach as Redox to build a communications network for the financial services industry. The intentions of both the founders of Redox and Plaid when they started as entrepreneurs was to build applications for their respective industries. In both cases they discovered the big problem that needed to be solved was an inability to efficiently share data between new software applications and the entities that have the data (banks and healthcare providers). Plaid was founded in 2013 and Redox in 2014. In December 2018 Plaid closed a \$250 million Series C round at a \$2.4 billion valuation.

The Role

In this role you'll be reporting to Luke Bonney, CEO and co-founder, and act as a key member of the leadership team. Your responsibilities will include leading solution engineering, implementation, support, and customer success. You'll collaborate with teams across the company, with high overlap with Sales, Product, Engineering and Marketing. You'll also participate in Board of Director meetings.

Luke's leadership approach is to hire the best talent in each functional area that are passionate about Redox's purpose and vision and motivated by the potential the Company must positively impact healthcare by building a massive, world-changing company. Luke works best with executives that bring the needed expertise and vision to tackle their job and he works hard to provide them the needed resources and support to do their job with high autonomy and impact. Luke sees this role as a key contributor to the management and leadership teams. As a leader in this role, you'll be highly visible across the entire company, and will be seen as a role model and example of leadership at Redox.

You DO NOT HAVE healthcare experience? We don't care!

We're NOT looking for that. Healthcare tends to be an IT laggard, in part because of the problem Redox solves. We're looking for the thought leaders and the innovators in the emerging function of customer success. But there is one thing related to healthcare that we think matters. We are all frustrated with quality or cost of our healthcare. Now instead of just being another powerless consumer complaining about healthcare, you'll be doing something to fix it, with the opportunity to be richly rewarded in the process.

Specific Objectives

Customer advocacy and customer satisfaction

Redox has always had a culture of caring about customers. As a small company they've used an all hands-on deck approach to solving customer problems and insuring customer satisfaction. They know that approach won't scale. The CCO Redox seeks is obsessed with customers and is continually learning what customers value, how to predictably and repeatedly deliver that value and creates happy customers. No matter how big or successful Redox becomes, the employees of Redox will never lose touch with the reality the customer is at the core of Redox achieving its mission.

Connections

If you understand Redox's business, you understand why increasing the number of connections is their True North objective and the time it takes to "go-live" is a key metric of success for both Redox and their customers. The CCO owns this and will have three teams that impact it; Solutions Engineers (aka sales engineers), Integrations Engineers (technical support and product support) and Customer Success Managers (implementation project managers).

Account Expansion

Redox's sales team began executing a strategy to go up-market over a year ago and that is now bearing fruit. They are now seeing a trend which has the potential to significantly accelerate their growth in both connections and revenue. Large software vendors that bought what seemed like a big order 6-months ago, are now coming back and signing a contract which is 5x or 10x their initial order size. Working in close

coordination with Sales using a “land and expand” approach to insure the Company maximizes this opportunity will be a primary objective of the CCO.

Build the function and team

There are gaps in their current capability and management understands that. The CCO is expected to identify the gaps, bring a long-term vision and plan for the function while also executing and delivering on their aggressive near-term connection targets. Fundamental to building this team of course is people. It’s hard to envision how a CCO can be effective without making hiring, training, team building a top priority in both her/his mindshare and where she/he spends their time.

Product

Being an influential leader and building a feedback loop, processes, and systems necessary to improve existing products and the product roadmap is a key area the CCO and her/his team will be expected to impact.

Desired Skills, Experience and Characteristics

- We’ll start with what we don’t care about. HEALTHCARE experience is NOT required. Location is also not important. Redox has always optimized for talent over location. They have built a culture of a dispersed workforce and built systems to support that.
- What is important is customers and how this role impacts Redox. With the shift to SaaS, the role of “customer success” has evolved quickly and grown in importance in the last several years. We are looking for candidates that are fully immersed, always learning and love this function and deeply believe the significant and increasing impact this function can have at a company.
- Qualified candidates will have strong breadth of leadership experience in a role ideally spanning services, support and customer success while working at a software company(s) that sell to enterprises.
- Although we are flexible on a candidate’s background prior having a leadership in this function two areas are deemed important; strong foundation of technical knowledge and experience managing people and growing teams.
- We will be looking for strong evidence a candidate is deeply passionate about serving customers and delivering value to customers. Furthermore, candidates will need to demonstrate the ability to effectively use data, reasoning, tenacity, build relationships, and whatever it takes to insure customers are properly served across the whole organization.

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