

Vice President of Sales

Professional Benefit Administrators leads with one guiding principle, provide exceptional benefit administration for self-funded health plans. Brokers who choose to partner with PBA will benefit from an ally who values cost containment, flexibility, responsiveness, member advocacy, transparency, and results. PBA collectively aligns through the organization's core values of:

- Work together and respect each other,
- Be dedicated to the customer,
- Be accountable and do what you say,
- Take initiative and be willing to learn, strive for continuous improvement
- Generate positive energy.

The Vice President of Sales is responsible for driving revenue growth by selling third-party benefits administration solutions to mid-sized employers (typically 100-2,000 employees) through broker and consultant channels. This role requires a balance of strategic leadership and hands-on selling, with a strong focus on building relationships, consultative engagement, and efficient execution across sales cycles.

The Vice President of Sales will lead a high-impact sales team, sales support team and marketing while personally managing key opportunities, strengthening broker partnerships, and ensuring solutions meet the practical needs of our target consultants and their clients.

Responsible for:

Sales Strategy & Execution

- Develop and execute a sales strategy focused on both existing producers and developing new broker partners.
- Manage sales team to drive consistent new business growth through consistent execution of sales metrics.
- Track and manage sales metrics, pipeline velocity, and close ratios to ensure revenue targets are met.
- Adapt messaging and solutions to assist sales

Hands-On Sales Leadership

- Lead, manage and hold accountable a team of sales professionals, sales support staff, and marketing maintaining direct involvement in active opportunities.
- Personally manage and help sales team close a portion of new business.

Leadership Team Responsibility

- Serves as a key member of the Executive Leadership Team, contributing to the development and execution of the organization's strategic vision, business objectives, and growth initiatives.

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Broker & Consultant Channel Management

- Build trusted relationships with employee benefits brokers and consultants serving the mid-market.
- Act as a primary point of contact for broker education, value positioning, and competitive differentiation.
- Drive broker engagement through training sessions, joint sales calls, and targeted outreach initiatives.
- Increase broker-referred opportunities by clearly articulating service value, ease of implementation, and ongoing support.

Client Acquisition & Solution Design

- Lead sales discovery to understand employer benefit structures, administrative challenges, and growth plans.
- Collaborate with internal teams to seek out cost containment solutions.
- Oversee proposal development, pricing strategy, and deal negotiation.
- Ensure smooth handoffs to implementation and internal teams.

Cross-Functional Collaboration

- Oversee Marketing of broker campaigns.
- Work closely with Operations, Implementation, and Compliance teams to ensure solution feasibility and service quality.
- Provide ongoing market feedback to leadership regarding pricing, and service enhancements needed to stay competitive.
- Work with leadership team to evolve PBA's strategic approach to the market and respond to the needs of our consultants and clients

Compliance & Industry Knowledge

- Maintain working knowledge of employee benefits regulations impacting mid-market employers, including ERISA, ACA, COBRA, IRS, and DOL requirements.
- Ensure all sales activities align with regulatory standards, ethical practices, and internal compliance policies.

Requirements for this position:

- Bachelor's degree in Business, Marketing, or a related field (or equivalent experience).
- 7+ years experience managing sales team, marketing and/or sales support team
- 7+ years of leadership experience with demonstrated accountability for financial performance and organizational results.
- 5+ years of B2B sales experience, with at least 3 years selling employee benefits or related services.
- Proven experience analyzing financial data, interpreting business metrics, and contributing to strategic planning.
- Proven experience selling to mid-sized employers (100–2,000 employees).

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- Strong broker-driven sales experience within the employee benefits ecosystem.
- Demonstrated ability to manage sales cycles and close deals efficiently.
- Proven ability to execute consultative, relationship-based selling strategies that build trust and drive long-term client partnerships
- Demonstrated experience with pipeline management and maintaining accurate sales forecasting discipline.

Preferred

- Prior leadership or player-coach experience managing small to mid-sized sales teams.
- Experience selling TPA, HR outsourcing, benefits administration, or benefits technology solutions.
- Familiarity with multiple benefit lines (health & welfare, COBRA, FSA/HSA, voluntary benefits, HR services).
- Working knowledge of stop-loss insurance products, including structure, pricing considerations, and application within employer-sponsored health plans.

Working Conditions & Travel

- Hybrid or remote environment, dependent on location.
- Travel up to 25–35%, primarily for broker meetings, client visits, and regional events.

Benefits and Compensation

- \$170,000-\$200,000 base salary with uncapped incentive plan aligned to revenue goals.
- Comprehensive benefits package.
- Performance-based commission/bonus tied to individual, team, and company results.

Professional Benefit Administrators is an equal opportunity employer. In accordance with anti-discrimination law, it is the purpose of this policy to effectuate these principles and mandates. Professional Benefit Administrators affords equal employment opportunities to all employees and applicants and specifically prohibits any and all discrimination and harassment based on race, race-related traits, color, religion, national origin, ethnicity, ancestry, military status, sex, pregnancy, sexual orientation, gender identity, disability (mental or physical), age, marital status, citizenship status, unfavorable military discharge, genetic information, order of protection status, and any other protected status under federal, state, and local law. Professional Benefit Administrators conform to the spirit and letter of all applicable laws and regulations.