



MASSACHUSETTS

<b>BCBSMA Title:</b>	<b>Analyst IV</b>
<b>Marketing Title:</b>	<b>Innovation Analyst</b>
<b>Department/Division:</b>	<b>Diversified Business Group</b>
<b>Grade Level:</b>	<b>K</b>
<b>Reports to:</b>	<b>Director, Diversified Business Group</b>
<b>Location:</b>	<b>Landmark Center, Boston</b>

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### **Position Summary:**

The Diversified Business Group within Blue Cross Blue Shield of Massachusetts (BCBSMA) is responsible for sourcing investment opportunities that strengthen BCBSMA's core business, is fully aligned with the company's mid- and long-term strategic direction, maintains the company's relevancy in an evolving market and improves the company's net margin.

The Diversified Business Innovation Analyst will provide dedicated focus on assisting the Director of Diversified Businesses with all innovation- related business and investing activity in the Diversified Businesses group. This role will require external networking and maintaining an active presence in the start-up community. Internally, the analyst will collaborate with departments such as Strategic Services, Medical Innovation and Leadership, Prevention and Wellness, Health and Medical Management, Finance, Marketing, Sales, Service and IT to research and vet potential companies for pilot opportunities and/or investment.

### **Key Responsibilities:**

- Conduct due diligence for potential targets
- Actively participate in cross-functional meetings
- Manage external relationships
- Conduct market and comparable companies research
- Attend conferences and showcase events to source start-up/seed-stage investment/business opportunities
- Support the Healthbox Boston program activities and portfolio companies
- Solicit BCBSMA associates and track engagement with division innovation activities
- Provide support to Director for both internal and external pilot opportunities
- Actively manage and maintain start-up company pipeline

### **Key Requirements:**

- BA/BS required; an MBA or other advanced degree preferred
- Minimum of five years business/analytical experience, preferably with start-up/entrepreneurship experience and knowledge of the start-up community
- Understanding of the healthcare ecosystem
- Effective analytical and problem solving skills
- Creativity and ability to think "outside the box"
- Proficiency in Microsoft Office Suite, including strong PowerPoint skills.
- Strong written and oral communication skills in a variety of settings (one-on-ones, presentations, group discussions) and to a variety of audiences, working knowledge of social media outlets.