Position: Full-time/Part-time/Internship Positions (Business Manager & Sales Account Executive)
Company: CognaLearn

Overview
CognaLearn is a learning science company that uses patent pending methods and technologies developed at Duke-NUS Medical School to optimize learning based on cognitive science. Since spinning out of Duke-NUS in October 2015, CognaLearn has generated over $1 million in revenue from its education solutions for GSK, Pfizer and Takeda and its InteDashboard™ teaching software is being used by 15 universities in Asia, Australia and the United States including: Duke-NUS, Yale-NUS, the University of Florida and the University of Illinois.

MISSION: CognaLearn helps people learn better and faster with cognitive science.
VISION: Improve outcomes for one million learners by 2020.
VALUES: Passion, Learning, Innovative solutions, Collaboration, Versatility, Integrity.

Product offerings
Software: The InteDashboard™ Software-as-a-Service (“SaaS”) technology platform allows educators to implement multiple cognitive science based learning interventions at scale with real-time data analytics.
Services: Train-the-Trainer (“TTT”) workshops to corporates such as the Public Utilities Board (“PUB”) and universities on cognitive science based learning methods.
Solutions: Turnkey solutions using CognaLearn’s learning methods and technologies under the MEDNIVA vertical for the healthcare industry and the 5StepCareers vertical for career skills training.

Fulltime positions (immediate-term):
• Frontend developer: Javascript, HTML, jQuery, HTML5 & CSS3, Firebase, VueJS.
• Business manager: Manage intellectual property, accounting and finance, HR, legal, facilities and more.
• Sales account executive: Inside sales of InteDashboard™ with web demos to professors in the US.

Internship positions: Currently recruiting interns for these roles. We prefer interns that can work five days per week for a period of four to six months to allow you the chance to make a tangible impact and give us both sufficient time to determine if chemistry exists for a full-time position.
• Business: Run the business, review financials, prepare investor updates and pitches.
• Data scientist: Use the data generated by InteDashboard™ to optimize learning.
• Growth: Exciting mix of sales, marketing and business development all rolled into one.
• Learning scientist: Develop training content using our patent pending methodology.

Leadership roles: Chief Data Scientist (near-term), Marketing, Sales and Customer Success (longer-term).

Why to apply:
• You care about making education better
• We care more about your ability and desire to learn than your specific background and circumstance
• Flexible hours and part-time options available

How to apply: Please apply at www.cognalearn.com/application/

Application resources:
• Websites: Software (www.intedashboard.com) and Corporate (www.cognalearn.com)
• Blog posts and presentations: www.intedashboard.org
• YouTube: www.tinyurl.com/cognatalk
• Working here: “7 inspiring habits of my best start-up employers” at www.tinyurl.com/cognaintern
• Free online courses on how to apply better: Resume course (www.tinyurl.com/cognaresume ) and Pitching course – refer to the five-bullet point pitch section (http://tinyurl.com/cognapitch)

Note: Any questions can be directed to careers@cognalearn.com
Applicants only, please. We don’t use or pay contingency staffing agencies.

Business Manager Job Specification

Here’s what you would be doing
1. **Intellectual Property:** Make sure we comply with our patent license agreement which primarily relates to reporting requirements and making royalty payments.

2. **Cash and capital:**
   a) Cash: Prepare a weekly cash report.
   b) AR and Revenue: Prepare invoices and send to customers; identify outstanding invoices.
   c) AP and Cost: Setup payments for outside vendors, employee expenses, payroll and CPF for approval.
   d) Reporting: Provide accountant with data need to prepare monthly financials.
   e) Tax: Provide tax agents and advisors with data need for tax compliance.
   f) Financial planning and analysis: Update financial analysis.
   g) Capital structure: Assist with investor updates and presentations.
   h) Alternate finance: Assist with grant applications and documentation requirements.

3. **Legal:**
   a) Make sure insurance coverage is up to date.
   b) Interact with corporate secretary to ensure ACRA compliance.
   c) Maintain and develop corporate policies.

4. **Team:**
   a) Maintain employment contracts and applications.
   b) Draft job specifications.
   c) Manage recruiting and interview process.
   d) Onboard new employees.

5. **Marketing:**
   a) Register and coordinate logistics for conferences.
   b) Assist with grant applications and documentation.
   c) Assist with managing marketing vendors.

6. **Support:** Manage facilities and other support activities.

7. **Strategy:** Assist with strategy presentations and documents.

**Here’s what we would like to see you from you**

1. **Organization:** Attention to detail across multiple items.
2. **Efficiency:** Process creation and improvement.
3. **Versatility:** Switch between different things and adapt to new things.
4. **Results:** Success and outcome orientation.
5. **Communication:** Effective written and oral communicator.

**Response to questions to include in your application**

1. Describe a process you created or improved.
2. Describe a time when you demonstrated your versatility.
3. Describe the most mundane or simple task you would be willing to perform in this role.
4. Why do you want to work at CognaLearn?
5. Please send us your best five bullet-point pitch.

**Sales Account Executive**
Here’s what you would be doing

Selling the InteDashboard™ Software-as-a-Service (“SaaS”) technology platform to universities primarily in the United States using primarily inside sales and web based demos focused on university professors and university IT professionals.

1. **Sourcing:** Source leads through creative research.
2. **Selling:** Manage an entire process from approach through close.
3. **Optimizing:** Document successes and failures, then refine tactics and process.
4. **Reporting:** Track pipeline in quantitative terms to keep track of leads and forecast results.
5. **Identifying:** Uncover unmet customer needs and incorporate customer feedback to improve the product experience.

Here’s what we would like to see you from you

1. **Sales experience:** 2-3+ years outbound sales experience, preferably in B2B / SaaS, ideally selling to Higher Education.
2. **Track record:** Quantifiable track record of exceeding quotas.
3. **Excellent communication skills:** You will be selling to mostly university professors in the United States thus perfect written and spoken English is critical.
4. **Independence:** Ability to work independently and prioritize effectively
5. **Innovative solutions:** Demonstrate the ability to implement creative approaches to problems possibly using recent innovations in outbound sales

Please include response to the following questions in your application

1. Why do you want to work at CognaLearn?
2. Please send us your best five bullet-point pitch.