



VICE PRESIDENT OF BUSINESS DEVELOPMENT

POSITION PROFILE

OVERVIEW:

[Parent Company] is a leading supplier of communications and specialized products and services to the US Department of Defense, intelligence agencies, federal civilian agencies, state and local governments, foreign governments, and major aerospace and defense prime contractors. With over XX,000 employees, [Parent Company] is a rapidly growing public company with XX+ operating companies, and 20XX sales reported at \$Xbillion.

[Company] was founded in 19XX, employs approximately XXX employees, and is a wholly owned subsidiary of [Parent Company] in [Location]. [Company] is a defense industry supplier that designs critical test instrumentation and tracking systems, and is a leader in [specific technology] and services for military and industrial applications.

[Company] is expected to generate approximately \$XXX million in revenue for 20XX. A technology innovator by nature since inception, [Company] today is applying advanced vision and innovation to make high-tech, high-performance [technology descriptions] and engineering services affordable for the new cost-conscious military and for the industrial marketplace.

[Company] intends to hire a **Vice President of Business Development [VPBD]**. This hire is intended to significantly strengthen the company's ability to expand current business and open new markets.

SCOPE OF OPERATION:

The VPBD will supervise 12 people, including business unit Business Development Directors / Managers and a matrix of field support personnel and marketing communications personnel.

MISSION:

Establish and implement the business development strategy for [Company]. Grow the business with current customers and new customers by leveraging disruptive technologies from the [Group name] at [Company].

PERFORMANCE OBJECTIVES:

The **VPBD** must produce the following critical actions and results:

1. **Business Development Strategy:** Drive the strategic planning for business growth. In collaboration with the President and Business Unit General Managers, create both a long-term (5 year) and an annual strategic business development plan, including specific market segment and key account strategies. Maintain an awareness of competitors, their products, strengths and vulnerabilities, and develop a strategic response for [Company].
2. **Drive Sales Growth:** Develop a specific, detailed, measurable action plan designed to achieve business unit sales objectives. Such plan will include maximizing capture of work from current customers, developing new customers, and developing new approaches that are responsive to customer demand. The VPBD must communicate the sales plan clearly throughout the organization, ensuring that each participant understands and can execute his/her specific objectives.
3. **Improve Technology Leverage:** To capitalize on emerging technology being developed by the company's engineering and R&D groups, the VPBD will work closely with engineering, BD and program

leadership within each business unit to improve the way customers are approached and informed about new technology developments. This will include:

- a. Recommending specific product development actions based on logical extensions and intersections of current product lines and customer demands.
 - b. Communicating clear product strategies to SBU GMs, Program Managers, and all supporting team members, to ensure that each understands their role in championing the company's technical capability.
 - c. Facilitating a smooth, regular and productive flow of technical information between engineering and program management, and ultimately to customers.
 - d. Mentoring and coaching program managers to improve their strategic BD thought process and actions.
4. **Branding / Positioning:** Working with the entire [Company] leadership team, lead the development of a specific branding and market positioning strategy to solidify the company's image and presence, and work with Marketing Communications to ensure expert execution of the strategy.
5. **Key Account Development:** Direct and participate in the key account development strategy (including governmental agency customers), with direct high-level involvement with leadership at key accounts, to foster solid relationships, and to develop and support the sales team and its efforts.
6. **Organizational Development:** Assess the business development organization and implement needed improvements, strategic replacements, leadership development, successorship planning, etc. Ensure that the organization's development keeps pace with the needs of the company, and that the organization is continually upgrading its overall technical expertise, leadership ability, and capacity to generate results in accordance with business unit goals.
7. **Business Development Process Improvement:** Improve processes within the business development function, including the following:
- a. Define roles, responsibilities, and work flow process with step-by-step process mapping, ensuring that each individual clearly understands how to get things done efficiently and effectively.
 - b. Increase productivity of BD personnel by implementing metrics and accountability for performance (number of calls, visits, quotes, etc. made to customers).
 - c. Lead by example, building strong alliances with other functional groups, ensuring smooth internal working relationships.
8. **Customer Service:** Work with Program Management to develop and implement excellent customer service standards, systems and policies, and drive these through the organization through training, ensuring that everyone who touches a customer has a role in the company's *customer success* strategy.
9. **Marketing Communications:** Develop a marketing communications strategy and program, reflecting the company's goals and its branding and positioning strategies. Ensure that a communications plan is in place to provide consistent customer communications, product promotion and other critical corporate communications.
10. **Forecasts / Reports:** Establish a clear, uniform methodology for forecasting sales and reporting results by business unit, market segment and customer, and ensure that each contributor applies a consistent approach to forecasting and reporting processes, providing other functional disciplines and senior management with accurate, meaningful data.

11. **Acquisitions:** Participate in identifying companies that could be prospective acquisition targets, and participate in the due diligence analysis of such companies during evaluation.

PERFORMANCE EVALUATION:

The success of the **VPBD** in achieving the objectives described above will be measured by the following:

- Achieves growth targets consistent with company objectives.
- Completes and maintains a comprehensive market overview, including competitor awareness.
- Completes and regularly updates a 5 year BD plan, and tactical short term BD implementation plan.
- Actively pursues new business, and brings opportunities into proposal stage.
- Excellent representation of technology capability to customers.
- Creates excellent branding and positioning with customers.
- Actively contributes to high quality relationships with key accounts.
- Builds and maintains a highly qualified and productive BD organization.
- Continuous improvement of BD processes.
- Instills BD awareness in Program Management.
- Achieves excellent customer ratings and high level of customer satisfaction.
- Provides accurate and comprehensive reports and forecasts to senior management on a monthly basis.
- Works well in team environment, and has solid relationships with peers.

BACKGROUND AND EXPERIENCE:

The ideal candidate will have the following education, work history, knowledge and skills.

Education: BS or BA degree (technical discipline is a plus) with an MBA or MS desired.

Experience, knowledge and skills:

- 15+ years relationship based business development experience with sales to US and international prime contractors as well as the military DoD customer base associated with related technical products and services.
- Track record of growth for previous companies.
- Solid understanding of DoD procurement process, continuing resolutions, funding issues, FAR, DCAA, DCMA, etc.
- Ideally, candidate will have been involved in products and services related to tracking and monitoring equipment (receivers and processors, guidance, navigation, inertial measurement units, recording systems, communications systems, radar and telemetry systems) and similar systems sold to the military.
- Metrics oriented. Experience in establishing high standards and achieving continuous improvement.
- Candidates selected will be subject to a government security investigation and must meet eligibility requirements for access to classified information

PERSONALITY AND CHARACTER:

The ideal candidate will have most of the following traits:

- Commanding presence – take charge type with high credibility.
- Well organized.
- Big picture thinker.
- Candidate must possess excellent communication skills.

- Strong presentation skills.
- At ease with high level customers including members of the U.S. Military and DOD Primes.

REPORTING RELATIONSHIP:

The VPBD will report to [Name], who was recently named President of [Company]. He has previously been President of [Sister Company] upon its formation in January 20XX, and served as president of former [Company] and [Company] businesses. Prior to that, he functioned as vice president and general manager of [Company].

[Name] has over 30 years of experience of increasing responsibility in the aerospace and defense industry. His career started with [Company], where he trained in the operations, quality and sales disciplines. [Name] joined [Company] in the mid-1980's, leading the sales and marketing effort. He assumed greater responsibility for contracts and program management in the early 90's and was elevated to the position of president in 19XX. During his [Company] tenure, he led the acquisition activities for the [Company].

[Name] has been formally trained in the [Company] Business System, focusing on developing Operations Excellence, Lean and Six Sigma leadership tools. He has a Bachelor of Science degree in business administration from [University Name]. Additionally, he served four years with the U.S. Navy.

COMPENSATION:

The base salary for this position is in the \$XXX-XXXK range. Bonus target XX%, with multipliers based on company performance and individual performance. Stock options will be available.

Additional benefits include [benefit description].

[Company] is proud to be an EEO/AA employer M/F/D/V. Company maintains a drug-free workplace and performs pre-employment substance abuse testing.