



DIRECTOR, BUSINESS DEVELOPMENT

Drive private sector (commercial) business to achieve aggressive growth targets, for a leading provider of marketing communications consulting services to public sector agencies and Fortune 500 companies. Our Los Angeles based client has exceptional business processes and core competencies in Strategy and Communication, and is providing its clients with a competitive edge to achieve their marketing goals and objectives. The Director, Business Development will create, facilitate and manage the business development efforts associated with the identification, validation, qualification, pursuit, proposal generation and award of business opportunities. Key objectives will include:

- Create and implement a sales & marketing plan for the commercial side of the business to increase private sector revenue by 30-50% per year.
- Assess current customer relationships and implement tactics to improve penetration and repeat business with established customers.
- Identify, develop and monitor opportunities for new business, including surfacing opportunities through business partners, through independent research and connections with customers.
- Assess, refine and fully implement a marketing strategy to focus customer thinking on an improved value proposition.
- Identify the appropriate business partners who can be successfully pursued to win new business in the commercial sector.
- Explore establishment of long term contractual relationships with customers.
- Establish sales “best practice” processes and full utilization of CRM (salesforce.com)
- Manage the marketing communications function, including selection of collateral materials, advertising media, trade shows, professional association participation, etc. as needed.
- Participate with the senior management team in shaping the future strategies of the company.

Background and Experience:

Education: Bachelor’s degree is required. MS or MBA is a plus.

Experience: 10+ years of senior business development or sales experience in a related discipline, including market research, copy testing, marketplace modeling, and similar marketing communications consulting services. Established track record of building new business, and establishing and maintaining partner relationships, and selling services and/or intellectual product. Experienced in a long sales cycle, and in dealing with customer complexities including multiple-contact decision making. Able to present effectively, including clarifying customer ambiguity about a unique value proposition. Proficiency with SalesForce.com or equivalent CRM is desirable.

Knowledge and skills: Able to identify and cultivate the partners needed to ensure company’s effectiveness on proposals. Ideally, will have an established network of customer contacts across the Fortune 500. Currently possesses or able to acquire a US Government “secret” security clearance. Excellent customer perception abilities - able to listen to get to core issues, and interpret client needs based on strategy (spoken and unspoken).

If you are an effective communicator, results-oriented, and can work well in a team approach, we’d like to hear from you. Excellent compensation program and benefits available.

Contact: Brian Tran – Brian@bobsearch.com - 949-474-0459