

DIRECTOR, BUSINESS DEVELOPMENT SOLUTIONS

SUMMARY OF POSITION:

The Director, Business Development Solutions plays a major role in the development of NAA new products as well as developing business opportunities with external organizations, including co-marketing, co-branding and joint ventures. The Director is a key contributor to the discovery and creation of new business opportunities, and works closely with Director of Sales to strategize about new customer acquisitions. In addition, the Director supervises, guides and mentors a Sales Development Representative and a Business Development Representative. The Director of Business Development Solutions is a technically savvy and seasoned salesforce.com power user who acts as the departmental Liaison to the IT department and Salesforce.com technical staff during installation and ongoing management of all aspects of the sales user experience on the system and will monitor usage, etc.

The Director is responsible for leading the department in researching business opportunities, including co-marketing ventures and new products. Evaluates the potential and practicality of products for NAA development and relies on extensive experience and judgment to plan and accomplish goals. This position requires exercising independent judgment to perform the responsibilities.

Responsibilities also include preparing unique presentations and professionally delivering them to external organizations and internal audiences. The Director works with various NAA internal groups to develop and create new products and services as well as developing partnerships with external organizations to create new NAA business opportunities. The Director focuses on longer term strategic initiatives as well as developing the NAA lead generation/new sales pipeline. The Director works closely with Senior Vice President of Business Development and the Director of Sales to strategize about new business development/product development plans to facilitate seamless transition to the sales team once products and services are ready for launch.

Principal Accountabilities:

- Working with the Business Development Representative, determines customers' needs and desires by specifying the research needed to obtain market information
- Recommends the nature and scope of present and future products/product lines by reviewing product specifications and requirements; appraising new product ideas and/or product or packaging changes
- Assesses market competition by comparing the company's product to competitors' products
- Provides source data for product line communications by defining product marketing communication objectives
- Obtains product market share by working with Director of Sales to develop product sales strategies
- Brings new products to market by analyzing proposed product requirements and product development programs; preparing return-on-investment analyses; establishing time schedules
- Introduces and markets new products by developing time-integrated plans with sales, advertising, and production.
- Determines new product pricing by utilizing market research data; reviewing production and sales costs; anticipating volume
- Oversees key projects, processes and performance reports, data and analysis in order to inform management of current status of each project
- Planning and coordinating the implementation of business plans and the penetration of new markets.

- Position manages day-to-day business development relationships and works closely with the Sr. VP of Business Development, Director of Sales, and Director, Customer Success as well as other NAA departments to develop new strategic opportunities to fill the NAA products and services pipeline to ensure NAA long-term revenue growth.

POSITION QUALIFICATIONS

Required

- 5-7 years of business development and/or product development experience, preferably in the multi-family housing industry (property management or supplier) and/or association membership organization.
- Experience in working with senior management to align sales strategies and solutions
- Must have experience of working in a corporate/business focused environment, providing solutions based on customer needs
- Excellent negotiation skills, proven track record of successfully pitching for new business
- Proven track record of increasing revenue through managing sales pipeline and lead generation
- Strong communication and interpersonal skills with aptitude in building relationships with professionals of all organizational levels
- Strong experience working in Salesforce.com or similar CRM
- Excellent presentation skills
- Strong problem-solving, negotiation, account management and relationship building skills.
- Highly self-motivated
- Excellent organizational skills and team player with ability multi-task in a team environment
- Outgoing personality
- Ability to work independently
- Experience with financial management, including budget development, tracking expenditures and cost analysis estimate generation
- Travel required
- BS/BA in business administration, Marketing or related field, sales or relevant field experience

Preferred

- Strong operational knowledge of the multi-family industry
- Comfortable communicating with C-suite executives

Other

- Participate in interdepartmental working groups regularly
- Perform other duties as assigned