

Business Development Management: Associate Business Development Manager

Responsible for identifying, evaluating, developing, and pursuing new business opportunities and market initiatives. Directs research and analysis, and develops capture plans and strategies to win new business. Works closely with market researchers to identify and evaluate opportunities and staff to convert leads into sales. Acts in a peer marketing role by establishing customer contacts, understanding their problems, developing solutions, and delivering technical and marketing presentations describing those solutions. Emphasizes capture and understanding of the voice of the customer and integrates into all subsequent BD activities. Leads or participates in the development of strategic business direction and business plans. Maintains technical competence and an understanding of the technical component of the organization by participating in technical meetings, proposal reviews, and in some cases working directly on technical programs. Understands financial/budgeting and procurement processes for government agencies. Develops new concepts and solutions for inclusion in the Congressional initiatives activity. Attends conferences, workshops, industry days, trade shows and association events.

Policy and Strategy

Collects market and competitive information to assist in development of capture, product and company strategies. Supports the development of capture strategies by collecting customer, market and competitive intelligence information. Translates capture strategy into written proposal sections.

Scope

Primary Function: Identifies and Qualifies New Opportunities; Supports BD and Proposal Processes Identifies and qualifies new opportunities for the company's products and services through the development and maintenance of customer business relationships in government and/or commercial markets. Provides technical and business development support to assigned area. Captures voice of the customer at the technical levels by having direct interactions with customers. Works closely with technical and program management staff to identify potential solutions to customer requirements. Supports development and implementation of tactical marketing initiatives. Develops proposal sections as assigned.

Impact

Minor —Ensures that projects are completed on schedule following established policies, procedures and schedules. Follows up with opportunity contacts in a timely and consistent fashion. Important that quality of work is high and schedules are met, or funnel size and quality could be impacted; and/or proposal deadlines and resource requirements could be impacted.

Liaison

External: Technical and PMs *Internal:* Peers and BA Middle Mgmt Majority of liaison is with peers at equivalent level or higher. Liaison normally involves specific phases of a project or operation. External contacts are frequent. Coordinates with internal and external team members.

Minimum Education and Experience

Entry-level position with 0 - 5 years experience in a technically related field of business or military experience with 0 - 2 years business development and/or project, program or technical program management experience w/BS Marketing, Engineering, Science or related field of study. Complete training in proposal authoring from commercial provider.