

Business Development Management: Business Development Manager/ Business Development Domain 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—recommends effective strategies for captures and products. Supports the development of company, product and capture strategies by collecting and synthesizing customer, market and competitive intelligence information. Actively supports the development of effective capture strategies for specific opportunities, and authors key portions of proposals.

Scope

Primary Function: Identifies and Qualifies New Opportunities; Leads BD Processes; Supports Proposal Process (Domain Managers are responsible for specific areas, such as Specific customers, markets or regions of the world) Identifies and qualifies new and follow-on opportunities for the company's products and services through maintenance of existing, and development of new customer business relationships in government and/or commercial markets. Develops and maintains customer business relationships at the technical and middle-management levels in government or commercial markets. Captures and communicates voice of the customer at the technical levels by having direct interactions with customers. Works closely with technical and program management staff to develop solutions to customer requirements. Identifies opportunities for business expansion. Supports development and implementation of tactical marketing initiatives. Develops proposal sections as assigned; may serve as author for significant proposal sections.

Impact

Moderate —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 and velocity could be impacted; and/or proposal deadlines and resource requirements will be impacted.

Liaison

External: Technical, PMs and Middle Management *Internal:* Subordinates, Peers and Business Area Middle and Senior Management 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

Early-career position with 5 - 10 years in a technically or domain related field of business or military experience with 5+ years business development and/or project, program or technical program management experience w/BS Marketing, Engineering, Science or related field of study.