

Business Development Management: Sr. Business Development Manager/ Sr. BD Domain Manager/ Sr. Capture 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

Develops opportunity capture strategy based on RFP and company objectives. Recommends modifications to operating procedures. Works with other managers, directors, and VP levels in support of business strategies. Manages small to intermediate proposal efforts. Functions as an advisor to a unit regarding tasks, projects, and operations. Becomes actively involved in daily operations only when required to meet schedules or to resolve complex problems. BD Domain Managers and Capture Managers will also collect market and competitive information to assist in development of capture, product and company strategies—actively involved in (often leads) the development and implementation of effective capture and product strategies. Recommends strategies for incorporation at company level.

Scope

Sr. BD Manager/Sr. BD Domain Manager: Primary Function: Identifies and Qualifies New/Strategic Opportunities; Leads Business Development Processes; Identifies, qualifies and prosecutes new opportunities with an emphasis on large and/or strategic opportunities. Develops and maintains customer business relationships at mid-top level management in domestic and/or international government or commercial markets. Captures and synthesizes voice of the customer at the high management levels by having direct interactions with customers. Manages efforts by technical and program management staff to develop solutions to customer requirements. Identifies opportunities for business expansion. Develops and implements tactical marketing initiatives and provides input into marketing strategies. Coordinates with department management to ensure adequate resources are available. May function as proposal manager. May serve as domain and/or capture managers on certain opportunities. **Capture Manager:** Primary Function: Develops and implements strategy for multiple opportunities—may serve as proposal manager for significant opportunities; may manage B&P for BATs Defines unique strategies and tactics that include competitive analysis and “ghosting” teaming, price to win, and leverages product and capability innovations Leverages internal organizational competencies, synergies and strengths of each COE to execute effective win strategies Execute effective win strategies through the capture and proposal process—may serve as proposal manager. This BD career level is expected to pursue higher value, more strategic, and/or a larger quantity of opportunities than the previous level.

Impact

Significant —Ensures that projects and proposals are completed on schedule and within budget, utilizing approved business development processes. **Sr. BD Manager/Sr. BD Domain Manager:** Aggressively pursues new, large and/or strategic opportunities to ensure funnel health/metrics are maintained at highest levels. Ensures continuous contact and flow of information with key customers to maximize company's Pwin. Failure could result in loss of significant business opportunities. **Capture Manager:** Development of effective capture/win strategies can significantly impact the company's Pwin, and timely development of high quality proposals that effectively implement capture strategy can significantly impact the company's ability to win new business.

Liaison

External: Technical, PMs, Senior Management. Also includes senior decision makers in assigned domains for Sr. BD Domain Manager. *Internal:* Subordinates, peers, BA Senior Management; Division Management Frequent contacts with internal personnel and outside customer representatives at various management levels concerning operations or scheduling or specific phases of projects or contracts. Conducts briefings and participates in technical meetings for internal and external representatives concerning specific operations. Coordinates teaming partners activities.

Minimum Education and Experience

Mid-career position with 10 - 15 years in a technically or domain-related field of business with 10+ years business development and/or project, program, capture management or technical program management experience with BS Marketing, Engineering, Science or related field of study. Completed commercial training in price-to-win, proposal management, writing executive summaries.