

Business Development Management: Senior Business Development Director

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

Leads the development of company strategy for assigned Business Area Establishes organizational policies for an ES Business Area. Establishes BD processes; ensures BD team training. Responsible for the successful operation of activities of major significance to the organization. Capture Manager for major efforts that will significantly affect the company's bottom line. Rarely becomes involved in daily operational activities (more concerned that overall budgets, schedules, and performance standards are realistically set and attained).

Scope

Primary Function: Operates at the Business Area level—leads development of BD and proposal processes; responsible for BA marketing and B&P budgets Identifies, investigates, develops, evaluates and makes pursuit decisions on new business development opportunities and alliances that promote the organization's objectives. Captures and understands voice of the customer at the mid-to-upper-tier management levels by having direct interactions with these customers. Develops and implements marketing strategies and long range business plans. Guides company-wide IR&D programs. Business Development managers may report directly or indirectly in to this position. Mentors and coaches BD Managers. Direct reports may include BD Directors, Sr. BD Managers, BD Managers and/or the Proposal team.

Impact

Critical —Decisions can affect the financial, employee, and/or public relations posture of the division. Erroneous decisions or recommendations would result in failure to achieve major goals and objectives of the organization.

Liaison

External: Senior & BA Executive Management; HQ Management *Internal:* Direct reports, Member of BA Senior Management; Division Senior Management; HQ Senior Management Represents the organizational unit as prime internal and external contact on contracts or operations. Conducts briefings and technical meetings for top management and customer representatives. Interacts with equivalent-level managers concerning matters of significance to the company. Identifies and constructs strategic alliances with other companies.

Minimum Education and Experience

Minimum 20 years experience in a technically related field of business with 13+ years business development experience; with BS Marketing, Engineering, Science or related field of study, and 5 years capture management experience. MBA desired. Completed all available commercial training in capture/proposal activities.