



Senior Mgr, Business Development

MINDR

Job Category: Sales/Marketing/Business Development

Job Source: nrbjobs.com

Job Summary

Employment Type: Full Time

Gender: Any

Career Level: Entry Level

Salary: Negotiable

Experience: Minimum 10 years

Posted On: 28 Sep 2024

Application Deadline: 27 Oct 2024

Job Context

- Senior Mgr, Business Development is a high profile, high impact role to design, execute, and lead sales strategies in driving trial, adoption, and conversion with commercial, small business, and government channels for our safety and detection business. The leader is responsible for actively managing the vision, strategy, and the recruitment prospects and partners to drive Safety and Detection revenue and profit goals. This individual will build and maintain target channel customer relationships, identify, and pursue new business development opportunities, and manage and report on partner pipelines. This role is designed for a leader who is can design, nurture, and convert B2B2C and B2B opportunities with an entrepreneurial mindset to adjust approach in partnership with the Director of Product Marketing, GM, CGO, and CEO of Mindr.

Job Description/Responsibility

- Develop and execute a plan to deliver against the set S&D vision and strategy to drive traction with identified affiliate partner channels
- Build out the sales pipeline and build a playbook to engage, nurture, and convert affiliate partner channels
- Leverage an entrepreneurial mindset to test, iterate, and learn to optimize approach for early stage product/channel fit
- Communicate a clear business development/sales go-to-market plan and adjust as needed for each segment we serve
- Identify opportunities and assist in targeting State, Regional and National B2B/Organization targets
- Collaborate with Marketing to identify market segments, develop the programs and messages, execute tactical support, and assist in tracking the effectiveness of outbound efforts
- Accountable for customer and revenue target goals by quarter consistent with strategic plan expectations
- Help develop and drive organizational and individual goals for future S&D sales team to ensure the proper infrastructure is in place to enable and track performance and compensate appropriately
- Collaborate effectively cross-functionally with key stakeholders
- Represent the company at Regional and National Events
- Participate in sales meetings, seminars, industry conferences, and trade show
- Where applicable, provide input to Product Management based on feedback and needs from current and

prospective partners

- Conduct market research to identify new opportunities and stay updated on current market trends
- Prepare and present sales forecasts, reports, and proposals to key stakeholders
- All other duties as assigned

Education Requirements

- Bachelor/ Honors(Bachelor Degree in any Discipline) completed.

Additional Academic Requirements

- Bachelor's degree in Business, Marketing/Sales, or other related degree or equivalent combination of education and experience

Experience Requirements

- Minimum 10 years of experience is required.

Additional Experience Requirements

- 10+ years experience in a sales leadership role; preferred experience with government and SMB enterprise sales

Skills Requirements

- Ability to drive speed, efficiency, and data-driven learning, with comfort in early stage product/channel fit discovery
- Strong written & oral communication skills; strong presentation skills to senior level audiences
- Ability to lead by influence across the organization and develop strong internal partnerships to effectively drive change and results · Data orientated, able to get hands dirty in data analysis to drive decisions
- Strong PC knowledge including MS Office, Outlook, and ability to quickly learn systems
- Ability to communicate both verbally and written with all levels of employees, including C-level management
- Proven experience in a sales role, preferably in the SaaS, Legal, or Technology sector.

Work Area

- Applicant should have experience of working in the following category(ies):
Sales/Marketing/Business Development

Industry Type

- Experience should include the following skills: Others

Job Location

- Anywhere in the country

Address: Des Moines, IA, Des Moines, IA, United States

Company Profile: Private

Company Website: <http://mindrco.com/>