



## Vice President of Business Development

<b>Department:</b>	Business Development	<b>Exemption status:</b>	Exempt
<b>Location:</b>	Remote	<b>Direct Reports:</b>	5
<b>Reports to:</b>	SVP of Owner Success & Business Development		
<b>Revised</b>	June 14, 2023		

### Purpose

The Vice President of Business Development directs the development and execution of the business development vision, strategy and processes by leading a team of Business Development Managers that prospect, recruit and close deals with distributors to join the AIA Community.

This is a player/coach role in that the Vice President of Business Development will also be responsible for maintaining their own pipeline of opportunities that they will prospect, recruit and close.

The role also involves working closely with the AIA Marketing team to collaborate on the strategies and tactics that will increase new lead generation & engagement by existing qualified leads that are already in the funnel.

The Business Development and Marketing teams recently implemented a new CRM and are making great strides to optimize this platform to increase AIA's brand awareness in order to increase lead generation, engage our prospects, manage the selling process and close more deals.

The Vice President of Business Development role is an exciting opportunity to build upon the current strategies that have led to our strong results over the past few years. Given that, we're looking for a creative, data driven and strategic thought leader with excellent people management and leadership skills that can help propel us to even greater heights. We're looking for the kind of person that will consider what's worked in the past but won't be constrained or satisfied with the status quo and will instead bring their own ideas, perspectives, and talents to the position and to the organization.

### Responsibilities

#### Team Leadership

- Provide direction, leadership, and management to the Business Development Team by clearly articulating AIA's objectives and establishing a path to success for the Business Development Managers and the prospects they pursue.
- Develop and oversee the Team's achievement of work goals, measurements, and training requirements necessary to close both quality and profitable new AIA distributor Owners.
- As a senior leader of the company proactively identify ways to improve team, company culture and foster collaboration.

- Stay current with industry & competitive trends and development, serve as an industry expert to the Business Development Team and other internal AIA stakeholders.
- Coach and develop the Business Development team and provide ongoing training and education to ensure that the team's skills will support business goals.

### **Strategy**

- Establish and implement short and long-term prospective Owner recruitment goals, objectives, programs, and operating procedures.
- Analyze and evaluate the effectiveness of sales methods, costs, and results.
- Understand the competitive landscape and create a value proposition that differentiates AIA from our competitors.

### **Results**

- Develop lead generation programs in partnership with Marketing that provide a steady flow of prospects for Business Development Managers.
- Actively manage the team's pipeline to help accelerate deals through the funnel, shorten sales cycles, increase win ratios and provide accurate forecasts.
- Develop and manage sales and revenue budgets and oversee the development and management of internal operating budgets.
- Achieve closed and billed annual business goals.
- Represent AIA at industry and supplier meetings and events to increase AIA's brand awareness and visibility in the marketplace to drive lead generation and prospect engagement.

### **Cross-Functional Leadership**

- Work with Manager (SVP of Owner Success & Business Development) and other department leaders in Marketing, Supplier Relations, Finance, Business Technology, and Owner Experience to develop strategic business plans that align with corporate objectives.
- Collaborate cross-functionally with internal departments to create positive prospective Owner experiences and drive the ongoing development of solutions needed to close new business.

### **Financial Analysis, Pricing, and Contract Negotiations**

- Facilitate the completion of all required documentation necessary for prospect approval and execution of Owner agreements.
- Support the Business Development Managers during the pricing and contract negotiation process in order to drive profitable outcomes for AIA.

## Knowledge/Skills/Abilities/Competencies

### Personal Leadership

- Agile & Adaptable: Responds to change and uncertainty with confidence and openness; seeks new experiences to develop skills; solicits and acts on feedback; learns from experiences; not afraid to take risks.
- Accountable: Accepts responsibility for one's own performance and actions; follows through on commitment; assumes positive intent in others; treats others objectively and consistently; acts with integrity.
- Courageous: Confronts difficult issues objectively and supports others who do the same; champions new ideas; manages personal discomfort in difficult situations.

### Thought Leadership

- Solves Problems: Seeks out and considers relevant data, intuition, ideas, and experience to make decisions and solve problems; effectively and efficiently integrates information from diverse sources; thoughtfully considers alternative solutions and perspectives.
- Strategizes: Thinks critically; anticipates long-term challenges and trends; understands implications of decisions; translates ideas into practical applications; sees how his/her work relates to the work of other teams in the organization as a whole; knows which people in the organization need to be informed, what they need to know, and when to tell them.
- Innovates: Generates new ideas that add value; nurtures fresh approaches and appropriate risk taking; seeks alternative points of view; approaches problems with curiosity and generates creative solutions.

### Team Leadership

- Collaborate: Works effectively with others to meet goals and satisfy business objectives; develop and maintain strong relationships with internal/external partners; seek buy-in of stakeholders; deals with disagreements or different points of view in a constructive manner; and maintain positive relationships even under difficult circumstances.
- Communicate Effectively: Listens attentively and with empathy to concerns of others; adjusts messages to the audience; keeps people up to date with relevant information; speaks and writes clearly; encourages others to express views, even unpopular ones.
- Manage Talent: Gives clear, motivating, and constructive feedback; provides challenging assignments and coaching to facilitate individual development; willingly shares expertise and experience with others; acts quickly when performance is not meeting expectations.
- Engage & Inspire Others: Conveys trust in people's competence to do their jobs; creates a feeling of energy, excitement, and personal investment; inspires others to excel; rewards and recognizes performance that exceeds expectations.

### Results Leadership

- **Manages Execution:** Organizes, coordinates, and manages resources, time, and people to achieve business objectives; prioritizes goals and uses resources while considering both strategy and efficiency; works quickly to get things done.
- **Drives for Results:** Fosters a sense of urgency and commitment to achieve goals and create an Owner focused environment; takes initiative to proactively address critical issues; carefully considers compliance and regulatory obligations.
- **Maximizes Productivity:** Identifies ways to streamline and improve efficiency of work; ensures that defined processes, quality standards, and best practices are adopted and relevant; drives continuous improvements; establishes systems to monitor / measure productivity and quality.

## Qualifications

### Education/Experience:

- Bachelor's degree in business, related degree, or relevant experience
- 3 - 5 years in the promotional product industry is preferred. Will also consider relevant B2B experience in other related industries including Print, Advertising, Marketing, Incentives, Rewards & Recognition, etc.
- 3 - 5 years of relevant people management experience in sales, business development or an affiliate/ franchise support network.

### Knowledge/Skills/Abilities/Competencies

- High-level communication and interpersonal skills in both written and verbal form with the ability to effectively navigate, influence and foster honest dialog
- Strong consultative skills and proven results working as a trusted advisor to drive business value for customers
- Strong communication and presentation skills
- Self-motivated and demonstrated success driving initiatives
- Ability to manage and lead a remote sales team
- Strong business and financial acumen
- Experience using CRM/sales software
- Ability to understand the mindset of a small business entrepreneur

## Success Measurements

Success is defined as achieving new business goals for closed and billed business that are needed for AIA to achieve its sales and profit goals.

## Working Conditions

Flexibility for overnight travel of approximately 30%

*Please note this job description is not designed to cover or contain a comprehensive listing of functions or responsibilities that are required of the employee for this job. Functions and responsibilities may change at any time with or without notice.*

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