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# Example of Market Development Job Description

Our innovative and growing company is looking for a market development. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for market development

* Serve as the sales and commercialization leader for all products and lighting systems for assigned brands and applications, including integrated controls
* Responsible for transfer of knowledge through communication, training and execution initiatives
* Lead the day-to-day implementation of digital strategies - coordinating with key stakeholders as needed
* Develop sales programs at a local level to ensure effectiveness of initiatives implemented at the corporate level
* Responsible for collecting and articulating feedback across the organization as to sellers 'voice' in best practices and inefficiencies
* Contribute creative idea sharing for the New Jersey, New York, Philadelphia, Pittsburgh, Harrisburg and regionally (East Coast)towards strategy and process development
* Liaison between sales and department leads to facilitate insightful feedback and solutions to improve field effectiveness
* Participate in Top 25 account planning sessions for New Jersey, New York, Philadelphia, Pittsburgh, Harrisburg offices
* Training of weekly initiatives, product introductions and enhancements, along with process improvements
* Frequent travel between local offices - occasional travel to centralized location

## Qualifications for market development

* Bachelor's degree in business admin or engineering required
* Minimum fifteen years of progressive leadership, marketing and program management, business development support and/or account management experience
* Need to have demonstrated ability to organize education and referring programs, grand rounds, Computer literacy is preferred
* Engineer degree and background
* Experience of engineering and technologies preferred, esp
* Strong leadership skills, incl