



## Example of Business Development Leader Job Description

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Our company is looking to fill the role of business development leader. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

### Responsibilities for business development leader

- Set the direction for strong growth in Syncade Sales
- Maintain and build on relationships with the existing Syncade installed base in Europe
- Work with Business Unit Management to set pricing strategies for MES projects and the MES market in general by preparing and presenting competitor intelligence and market pricing intelligence
- Collect feedback on small issuer's opinion on product, service, operation, risk, training, and provide insights from small issuer team's perspective
- Meet or exceed the Annual Orders Target
- Identify new business opportunities with potential new customers to ensure sustained growth
- In concert with the global team, clearly define the market segments of interest and orient the sales channels, both direct & indirect, accordingly
- In concert with the R&D team, identify customer and industry partners for joint development programs
- Direct management/involvement with key customers
- Participation in customer seminars, exhibitions, presentations and other customer events

### Qualifications for business development leader

- Track record of growth target achievement and experience carrying large

- Recognized within senior leadership as the primary authority in sales or business development
- Must be well versed in crafting Technical Marketing & Messaging content
- Excellent verbal and written communications skills are a must, strong leadership skills
- Prior working knowledge of IT services catalogs - experience with ITAM, ITSM a plus
- Understanding of large & complex services deals like SLA based Managed Services model and exposure to Outcome based models XaaS models