

# Position Specification

## **Confidential** **Business Development Director**

### ***The Company***

For 25 years our client has been the industry-forerunner and leader in developing and deploying advanced technology to promote highway safety, save time, fuel and money, and reduce emissions. The company, headquartered in the Southwest United States, has roughly 200 employees and annual revenues of \$70M.

Previously, the company was a wholly-owned business of a publicly-traded, technology-based business process outsourcing company. This changed in June of 2018 when the company was purchased by an infrastructure investment firm headquartered in Connecticut. For the first time in the organization's history, the company is now a completely standalone entity.

While the company has a significant number of seasoned leaders who will remain with the new, stand-alone entity, it is clear the organization needs to add additional talent. One of those needs identified is a Business Development Director.

### ***The Position***

#### ***Location***

Southwest United States

#### ***Overview***

The Director of Business Development will drive the search for new revenue lines for the overall organization. This position offers an exciting opportunity to support the overall growth of the business. This position combines product development with financial acumen, and provides the candidate an opportunity to work with a broad range of subject matter experts, information technology engineers, business partners and financial personnel.

#### ***Reporting Relationship***

This position reports directly to the Chief Executive Officer. The Business Development Director will be an individual contributor; while the role will not manage a team directly, it will work across all functional departments and be called upon to influence key team members across the organization to produce results consistent with the company's overall goals and objectives. This role will be a critical member of the executive management team and be integral to the success of the business. The Business Development Director will represent the company to the HELP organization and will work closely with the Chief Operating Officer and the Chief Marketing Officer of HELP, as well as trucking industry clients and regulatory organizations. Additionally, the Business Development Director will represent the company to other outside parties (i.e. industry

associations, etc.) and be a member of diligence teams as the company evaluates strategic acquisitions.

### ***Responsibilities***

- On-going assessment of industry trends, new technologies, services and applicable changes to regulations that lead to business development opportunities in the trucking industry.
- Monitoring trends, new technologies and regulations in adjacent industries to help in identifying new potential opportunities for the company.
- Develop business cases for pursuing new opportunities; forecast potential revenue and identify potential award cycle conflicts (such as scheduling/duration). Develop and own associated client proposal documents and actions.
- Interacting with and listening to current business partners (HELP and trucking industry clients) to identify new business opportunities and service offerings that the company can provide. Then constructing business models to capture revenue from these opportunities and service offerings.
- Influence new product development by determining requirements and architecting solutions.
- Provide oversight and guidance as required to financial modeling and structuring of new product development efforts.
- Understands risks and critical factors to ensure success in securing or winning business.
- Identify contacts, organizational participants and form teams.
- Adhere to the published deal briefing, qualification, solution and deal review process. Ensure reviews, qualification calls, solution and deal reviews occur in a timely fashion.
- Source new business through existing personal and professional network.
- Set appointments and entertain target clients given existing network (a door opener).
- Competently articulate the company's value proposition to potential clients, promoting the uniqueness of company's services, expertise and technology.
- Actively participate in leadership roles in industry, professional and civic organizations.
- Develop and maintain an active target list of prospects.
- Partner with a matrix employee team to aid in the overall success of the company's business development efforts.
- Work with company subject matter experts during presentations and business development efforts.
- Business development efforts can take long period of time; this person must have patience and persistence in the process.
- Other duties as assigned.

### ***Travel***

25 – 50% travel is expected for the Business Development Director.

## ***The Candidate***

### ***Education***

A Bachelor's degree in business or related field is required. An advanced degree would be a plus.

### ***Professional Qualifications***

- 15+ years of business experience with a track record of career progression within business development, product development, technology management, solution architecture, and/or finance, to include significant management responsibilities.
- Must have financial acumen including budgeting, forecasting, and preparing business cases for new opportunities.
- Recommend and implement best practices and policies that will establish a high standard for performance for the business development function of the company.
- Trucking industry expertise is strongly preferred.
- Experience in a start-up or spin-off organization would be highly valued as would experience in a combination of both large and small companies.
- Previous experience with a technology consulting firm would be viewed positively.
- Enough professional experience sufficient to have built a strong network within the company's target trucking/transportation market.
- Knowledgeable in working on contingent business modelling.
- Polished, effective and developed consultative business development skills.
- Competent regarding the company's service and technology offerings.
- Holds trusted professional and personal relationships with target C-Suite executives.
- Has respect, influence and relationships, especially in the trucking/transportation industry as well as State governments.
- Active in professional industry associations.
- Active in the community with an impeccable reputation.
- Experienced with cross-selling multiple business lines.
- A student of the business, sharing industry insights with clients and internal team.
- An individual who is entrepreneurial-minded and interested in helping the business grow will fit best culturally and will be rewarded accordingly.
- Good at using metrics to drive activity and results.
- Experienced in contract negotiation and review (i.e. hosting agreements, distribution agreements, etc.).
- Track record of developing a deal evaluation process to ensure good business decisions are made.

### ***Personal Characteristics***

- Strong problem solving and consulting skills: the ability to collaborate and partner effectively with senior leaders to understand the needs of the business that meet and/or exceed expectations.
- Strong interpersonal skills: a good listener with a natural, effective consultative style. Someone who is sought out for their opinions and counsel and who can forge and maintain close relationships, both internally and externally.
- A highly motivated team player who is not territorial that contributes to an atmosphere in which people work together, enthusiastically and effectively, in producing outstanding results. Someone who seeks to understand others and is politically and culturally aware; able

- to influence others, provide conflict management, drive collaboration, cooperation and team building.
- Highly curious by nature with the ability to quickly assess a situation and then develop/implement an effective solution.
  - Strong communication and analytical skills to identify and communicate opportunities for cost controls, optimization of operations, transportation management and customer-service strategies.
  - An intelligent leader who is customer-focused with sharp business acumen and good people instincts.
  - Organized, focused and able to operate in a lean and entrepreneurial environment.
  - Conservative and optimistic; someone who uses logic and leverages available data to build business cases and make decisions.
  - Excellent verbal, presentation, communication (both written and oral), interpersonal, and negotiation skills, including the ability to communicate complex ideas to multiple stakeholders.
  - Demonstrated success and belief in a merit-based culture where performance standards are high and mediocrity is not tolerated.
  - Demonstrate consistent adherence to ethical standards.
  - Strong process-oriented yet results-focused style.
  - Leadership skills to translate a vision into specific strategies and objectives.
  - Must possess an enjoyment of challenge and a desire to build a business.

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**To learn more about this opportunity or provide a confidential referral, please contact:**

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