

Business Development Manager

Position Summary:

The Business Development Manager is a key member of a cross functional Sales and Marketing Team. This individual will be responsible for identifying and penetrating target markets and acquiring new customers within these market segments which meet MCL's strategic diversification, revenue and service objectives.

Responsibilities:

Market Penetration

- Evaluate and identify target markets and prospects which will benefit from MCL's value offering and meet our diversification and profitability goals
- Understand key economic drivers and market forecasts and understand the short and long term opportunities and impact
- Uncover and identify unique value offerings within these markets that fit MCL's diverse range of capabilities
- Understand the competitive landscape within these markets and to MCL's value offering

Customer Acquisition

- Identify and attract target prospects within key markets
- Uncover opportunities that fit MCL's broad capabilities and meet our strategic diversification and profit objectives
- Maintain high levels of integrity and effectively build long term partnerships at our prospects and customers within all facets of their organization to include top level executives, operations, engineering and supply chain roles.
- Identify and engage MCL resources to assist in creating, presenting, and landing opportunities that fit our strategic objectives
- Work directly with our customer's engineering, quality, and operations groups to identify solutions to their needs and aligning key technical resources internally to help support
- Lead the transition of newly acquired customer daily management to an internal cross functional team.
- Offer support other needs within a cross functional, highly performing team environment.
- Identify marketing needs and messaging with these target markets to be implemented in MCL's Marketing Plan.

Education/Training:

- 4-year undergraduate Degree required (Engineering, Sales and Marketing, Operations or Business related preferred)
- Minimum 10-15 years of experience in customer facing, B2B Business Development. Within the manufacturing sector preferred.
- Miller Heiman Strategic and Conceptual Selling methodology preferred.

Knowledge/Skills/Abilities:

- Computer skills
 - MS Office – PowerPoint and Excel expertise a plus
 - Knowledge of ERP systems (SyteLine is a plus)
 - Workwise oncontact CRM

- Ability to create and deploy long term strategic plans, in collaboration with a team, recognizing and addressing emerging trends and future business opportunities.
- Ability to comprehend and communicate technical information and align technical experts as needed.
- Results Oriented – drives for results in order to improve top and bottom line performance; able to make timely and planned decisions appropriate to the circumstance or situation.
- Interpersonal Confidence – strong interpersonal skills, can effectively communicate and relate to all levels within and outside the organization; creates and builds positive personal and company brand.
- Oral/Written Communication – Knows how to present ideas effectively and persuasively; has a strong verbal presence; can convey concepts in a wide variety of forums.
- Integrity and Values – Can be trusted to act in a manner that meets MCL's Values

Travel Requirements:

- A valid and active driver's license required. Travel will be at least 60% of the time.

Physical Requirements:

- Be able to lift 10-25 lbs. for short periods

Materials and Equipment Utilized:

- Computers, projectors, printers, etc.

Working Environment:

- 30% Manufacturing environment - internal to MCL and our OEM customer's manufacturing environment
- 70% Office - MCL office and OEM customer's office environment