

CAREER OPPORTUNITY

BUSINESS DEVELOPMENT DIRECTOR

Office Location | London

Reputation Institute is the gold standard in reputation management research and consulting. Reputation Institute helps companies unlock the power of their reputations for competitive advantage. Hundreds of Fortune 1,000 companies around the globe leverage Reputation Institute's RepTrak[®] methodology for measuring and managing reputation.

Reputation Institute's research is considered the authoritative source for Corporate Reputation Management by the world's leading publications. Our research has been featured in nearly every relevant trade publication, including *The Economist*, *Forbes*, *Fortune*, *Time*, *Bloomberg*, *Information Week*, *Industry Week*, *Business Week*, *The Financial Times*, *Washington Post*, *NY Times* and *the Wall Street Journal*. Our analysts frequently appear on media outlets such as NPR, CNBC, FOX Business News, BBC, Sky News, CNN and a multitude of industry webcasts.

BUSINESS DEVELOPMENT DIRECTOR

The Business Development Director leads the market outreach and engagement of new prospects in a full sales process. The Business Development Director successfully executes a customer-facing, scalable, lead generation and lead business development strategy by achieving monthly sales meeting goals and account engagement targets.

Specifically, the Business Development Director is responsible for:

- Establishing a keen understanding of Reputation Management and Stakeholder Measurement across global corporations. Understanding and communicating the key challenges facing RI's corporate communications teams in establishing a sustainable company reputation.
- High level prospecting, networking and follow-up that assures achievement of monthly meetings/leads pipeline target level quotas.
- Collaboratively working with RI's Global Marketing Department, utilizing HubSpot to prospect new business development.
- Working with internal Business Development to support all new sales moving through all levels of the sales pipeline process from lead generation to deal closure.
- Building and managing a high-quality prospect pipeline through account targeting, inbound lead follow-up, prospecting and networking into a dedicated Named Account territory.
- Leveraging research and marketing content and events to stimulate prospects and develop an ongoing dialogue that moves prospects through the sales pipeline.
- Qualifying, presenting and providing consistent follow up on all sales meetings conducted within Salesforce.com.

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PROFESSIONAL QUALIFICATIONS

A successful candidate will possess:

- 10+ years' experience in an executive-focused, business development sales role; preferably in a technology consultative, SAAS or market analytics based environment.
- Proven experience in penetrating the C-Suite in Fortune 500 companies to collaborate with decision makers by leveraging RI content, research and marketing resources.
- A high level of competency in building and implementing a *go to market* strategy.
- Highly organized, energized, focused individual with excellent presentation and communications skills.
- Self-starter with strong time management and organizational skills. Able to bring best practice sales methodology to develop junior team members.
- Superior interpersonal and leadership skills within a team development capacity.
- Fluent in Salesforce.com
- Ability to work in London (required)
- Required BA/BS degree with a concentration in marketing, business administration, communications or a related subject. MBA preferred.

BENEFITS:

We offer our employees a full benefits package that includes a competitive base salary + commissions program, a generous vacation and holiday schedule and opportunity for internal career progression.

Please address all cover letters and resumes to Tammy Olsen, Global Director, HR
tolsen@reputationinstitute.com.

***Reputation Institute is committed to diversity in the workplace and is an
Equal Opportunity Employer***