

CAREER OPPORTUNITY

BUSINESS DEVELOPMENT EXECUTIVE

Office Location | Cambridge, MA

Reputation Institute (RI) is the world's leading reputation management research consulting and advisory firm. As a pioneer in the field of brand and reputation management, Reputation Institute helps companies unlock the power of their reputations. With a presence in more than 40 countries, Reputation Institute is dedicated to advancing knowledge about reputation management and shares best practices and current research through client engagements, thought leadership publishing, executive education, membership networks, seminars, and publications.

Reputation Institute's research is considered the authoritative source for Corporate Reputation Management by the world's leading publications and 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 EXECUTIVE

The Business Development Executive (BDE) is an ***inside new business development role*** that reports directly to the Chief Sales Officer. The BDE has a dedicated named account territory and leads the overall new client sales engagement for a dedicated set of named accounts. The Sales Executive is supported by an opt-in lead generation and lead nurturing business development process to set up high quality contacts.

Specifically, the Business Development Executive is responsible for:

- Developing a deep understanding of Reputation Management and Measurement across global corporations including multi-stakeholder RepTrak® measurement, company and product branding, reputational risks impacting companies, value of enhanced corporate reputations and the key challenges facing corporate communications and marketing in establishing a sustainable company reputation.
- Development and management of a dedicated named account territory of ~200 Forbes 2,000 companies headquartered in the US in addition to all incoming leads generated from other companies with headquarters within the named account territory.
- Achieving monthly/quarterly/annual quota for qualified presentation activity, new logo clients enrolled and overall bookings.
- Data driven, high activity selling process that successfully positions reputation measurement, membership and advisory service programs with prospects

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PROFESSIONAL QUALIFICATIONS

An ideal candidate will possess:

- 5+ years of successful high activity “hunter” new logo selling experience in selling measurement, membership and advisory services.
- Strong sales skills including: cold calling, prospecting, sales presentation development, proposal writing, communications and sales closing techniques.
- Direct experience in selling to C-Suite level roles with specific experience in working with Communications and Marketing functions highly preferred.
- Content knowledge of key business issues including the topics of reputation management, reputation measurement, brand management, reputation risk, corporate social responsibility, stakeholder research, social media sentiment and financial performance.
- Strong experience with sales pipeline management in SF.com
- Ability to work in the United States

EDUCATION:

Degree from a leading school is required with a focus on sales, marketing, communications or business preferred.

COMPENSATION:

On Target Average Compensation - \$100,000 - \$130,000k which includes:

- Competitive salary
- Quarterly bonuses for activity and new logo deal volume along with an attractive
- Commission plan for new logo sales bookings

BENEFITS:

RI offers a full benefits program which includes health care choices, generous vacation and holiday PTO, 401k matching and more.

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

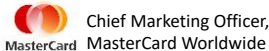
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Hear what our clients and team say about RI

RI is the best place to grow as a professional. We work hard and we have fun doing it. Simply put, we are the Gold Standard of reputation management. Our Founders literally wrote the book on it and our clients sing our praises.

What organizations say about RI!

“Our CEO now utilizes quarterly general-public reputation measures in 15 countries consolidated into a single dashboard to report to our Board. Reputation Institute’s framework has helped us understand our stakeholders.”



RepTrak®
Trust

“To be ranked among the most reputable companies is a great honor, and a reflection of what our 325,000 team members strive to deliver every day.”

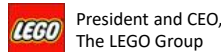


Expertise

Honest

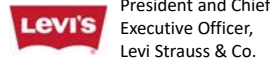
Integrity

“We believe the survey is a great way to measure how we perform as a company and we remain dedicated to continue to live up to the expectations children, parents and other stakeholders have on us.”



Global
RLN

“A large part of Levi Strauss & Co.’s successful 162-year history is our commitment to quality apparel that never goes out of style and an unrelenting focus on innovation.”



Teamwork

Advisor

“We believe reputation is built on our commitment to customers to provide quality, innovative products and back them with integrity.”



“Bacardi strives for continuous progress and improvements in everything we do. It’s very rewarding to see that we are making real strides in corporate governance, innovation, reputation and overall citizenship with others around the world taking notice. A three-point jump in just one year to the number 90 spot in the Global RepTrak 100 rankings is extremely satisfying.”



What our team says about RI

“To me, RI is an opportunity to create a legacy in reputation measurement and management. The chance to do great work, be great, and expand upon our reputation as the gold standard in our field of reputation.”



“It means transparency, collaboration and partnership across offices and departments.”

“We share the same financial goals – and we show each other the respect deserved. We have a spirit of we win together. No one person can claim all the success and no one person takes all the blame.”



“A better system of communication and transparency. I do know that geographical distance presents an issue, but I do believe that it will be of high value if we learn more about the people in different offices.”

“One RI is a mindset, a way of working, and a collective goal. Globally we need to unite around a common purpose and to collectively work towards the same outcome.”

“I recently joined RI and from my vantage point One RI means that although we are dispersed throughout the globe we share a single vision.”

For more information about the firm, please visit our website at www.reputationinstitute.com.