

# CAREER OPPORTUNITY

## Business Development Manager

### Office Location | Denmark

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<sup>®</sup> 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 MANAGER

The Business Development Manager leads the market outreach and engagement of all new prospects in the sales process. The Business Development Manager successfully executes a scalable lead generation and lead nurturing business development process achieving monthly sales meeting goals and account engagement targets.

#### Specifically, the Business Development Manager is responsible for:

- Establish a working understanding of Reputation Management and Stakeholder Measurement across global corporations. Understand and communicate the key challenges facing corporate communications teams in establishing a sustainable company reputation.
- Hands on prospecting, cold calling and lead follow-up that assures achievement of monthly meetings/leads pipeline target level quotas.
- Work with sales team to support all new sales moving through all levels of the sales pipeline process from lead generation to deal closure.
- Build and manage a high-quality prospect pipeline through account targeting, inbound lead follow-up, prospecting and cold calling into a dedicated Named Account territory.

# CAREER OPPORTUNITY

- Leverage research and marketing content and events to stimulate prospects and develop an ongoing dialogue that moves prospects through the sales pipeline.
- Schedule, coordinate and follow up on all sales meetings conducted.
- Conduct name and organizational development across all prospects in SF.com.
- Manage daily/weekly SF.com updating, reporting and account development.

## PROFESSIONAL QUALIFICATIONS:

### A successful candidate will possess:

- 2+ Years' experience in an executive focused business development and inside sales role.
- Proven experience in penetrating large corporations to find decision makers and engage them in active conversations leveraging content, research and expertise resources.
- Proven ability to develop new proposals using standard proposal templates and follow up on outstanding contracts.
- Type-A individual with excellent email and phone based communications skills.
- Self-starter with strong time management and organizational skills.
- Fluent in Salesforce.com as a working environment.
- Superior interpersonal skills within a team development capacity.
- Ability to work in Denmark (Required)
- BA/BS degree with a concentration in marketing, business, communications or a related subject.

## BENEFITS:

We offer our employees a benefits package that includes a competitive base salary and bonus program.

For more information about the firm, please visit our website at [www.reputationinstitute.com](http://www.reputationinstitute.com).

Please address all cover letters and resumes to Nicholas Trad at [ntrad@reputationinstitute.com](mailto:ntrad@reputationinstitute.com)

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

# CAREER OPPORTUNITY


## Hear what our clients and team say about Reputation Institute

Reputation Institute 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.

Listen to what our clients and team have to say!

## What organizations say about Reputation Institute

"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."

 Chief Marketing Officer,  
MasterCard Worldwide


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."

 SVP Integrated Marketing  
and Communications, FedEx

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."

 President and CEO,  
The LEGO Group

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."

 President and Chief  
Executive Officer,  
Levi Strauss & Co.

Teamwork  
Advisor

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

 Director, Global Public  
Relations, John Deere

"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."

 CEO, Bacardi Limited

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## What our team says about Reputation Institute



"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."

"To me, this 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."

"This is a mindset, a way of working, and a collective goal. Globally we need to unit around a common purpose and to collectively work towards the same outcome."

**ONE Voice**

"I recently joined and from my vantage point, although we are dispersed through-out the globe we share a single vision."

**One Voice Speaks with Passion in Many Languages**

For more information about the firm, please visit our website at [www.reputationinstitute.com](http://www.reputationinstitute.com).