

Career Opportunity

Head of Business Development

Fortified Data is a rapidly growing global provider of database design, management, and support services. We are thought leaders within our industry with many years of experience in some of the largest and highest volume mission critical systems. We pride ourselves on providing our clients with holistic business and technical roadmaps that enable them to meet and exceed their objectives. Our work environment is challenging, fun, and exciting. We are a destination employer where the majority of employees are referrals from existing staff.

Fortified Data is an equal opportunity employer. Eligible candidates must provide evidence of legal working status for any employer in the U.S.

Job Summary

As the Head of Business Development at Fortified Data, you will lead and drive strategic initiatives to foster business growth and expansion. This role requires a seasoned professional with a proven track record in business development, a deep understanding of market dynamics, and the ability to build and nurture key relationships. The successful candidate will play a pivotal role in identifying new opportunities, creating partnerships, and contributing to the overall success and profitability of the company.

Duties & Essential Job Functions

- Strategic Planning
 - Develop and implement comprehensive business development strategies aligned with Fortified's overall objectives.
 - Identify new market opportunities, assess market trends, and recommend strategic actions to capitalize on emerging business prospects.
- Lead Generation and Prospecting
 - Spearhead the generation of new leads and opportunities through targeted research, networking, and outreach.
 - Collaborate with the marketing team to create effective campaigns that drive awareness and engagement.
- Client Acquisition
 - Build and maintain a robust pipeline of potential clients through proactive prospecting and relationship-building.
 - Conduct presentations and pitches to potential clients, showcasing the value propositions of our products.
- Partnership Development
 - Identify and evaluate potential strategic partners, alliances, and collaborations.
 - Negotiate and finalize agreements that drive mutual business growth.

- Manage and grow partnerships through strategic collaboration with partners and key stakeholders.
- Establish key metrics and objectives for partner growth.
- Market Analysis
 - Conduct in-depth market analysis to understand industry trends, competitive landscapes, and potential areas for expansion.
 - Provide insights and recommendations to senior leadership based on market intelligence.
- Revenue Growth
 - Set and achieve revenue targets through effective business development strategies.
 - Collaborate with cross-functional teams to ensure successful product launches and market penetration.
- C-Level Client Relationship Management
 - Cultivate and maintain strong relationships with key clients and stakeholders that drive sales and business growth decisions.
 - Act as a trusted advisor, understanding client needs and ensuring high levels of sales engagement opportunity.

Education & Experience

Required Experience:

- Bachelor's degree in Business, Marketing, or a related field.
- Proven experience of 15+ years in business development, sales, or a related role.
- Industry Networks
 - Extensive professional networks and relationships within the industry.
 - Involvement in relevant industry associations and events.
- Business Development
 - Experience in business development and an understanding of SaaS markets.
 - Ability to navigate corporate nuances and regulatory environments.
- Technology Proficiency
 - Familiarity with business development tools and technologies.
 - Proficiency in CRM software for effective pipeline management.
- Innovative Thinking
 - Proven ability to think strategically and propose innovative business development approaches.
 - Track record of implementing successful initiatives to drive business growth.
- Team Leadership
 - Experience leading and developing high-performance business development teams.
 - Strong leadership and mentoring skills.
- Lead Development Tools
 - Experience in effectively utilizing and implementing commercial lead development tools to enhance lead generation strategies.
 - Proven ability to leverage tools such as CRM systems, marketing automation platforms, and other lead generation technologies to optimize the sales funnel and drive business growth.

- Data-Driven Decision Making:
 - A track record of utilizing data analytics and insights derived from lead development tools to inform strategic decision-making.
 - Proficiency in extracting actionable intelligence from lead data to refine targeting, improve conversion rates, and maximize overall sales effectiveness.
- Track record of successfully meeting or exceeding revenue targets.

Preferred Experience: Preference will be given to candidates with experience in:

- Master's degree in Business Administration (MBA) or related field.
- Experience selling data driven solutions.
 - Proven expertise in driving transformative sales outcomes through the strategic promotion and successful selling of cutting-edge, data-driven solutions.
 - Demonstrated ability to articulate the tangible benefits of data-driven approaches, resulting in substantial value addition for clients and elevated business performance.
- Experience selling managed services.
 - Exceptional track record in orchestrating and delivering unparalleled success through the adept promotion and sales of premium managed services.
 - Mastery in conveying the intrinsic value of managed services, translating into enduring partnerships, enhanced operational efficiency, and superior client satisfaction.
- Demonstrated success in launching new products or entering new markets.

Required Attributes

- **Customer Service:** Listens and responds effectively to customer questions; resolves customer problems to the customer's satisfaction. Respects all internal and external customers and uses a team approach when dealing with customers to exceeding customer expectations.
- **Ability to Multi-Task:** Proven ability to manage multiple issues and/or projects successfully bringing them all to resolution in a timely manner.
- **Problem Solving:** Anticipates problems, recognizes, and accurately evaluates the signs of a problem and analyzes current procedures for possible improvements.
- **Detail Oriented:** Thoroughness in accomplishing a task through concern for all the areas involved, no matter how small. Monitors and checks work or information and plans and organizes time and resources efficiently.
- **Automation / Tools:** Proficient in use of all Microsoft Office software applications including Outlook, Word, PowerPoint, and Excel. Willingness and ability to learn and implement new software applications and technologies.

Work Environment

- We are a 100% remote company
- 30%+ travel possible