



Chief Business Development Officer

Job Scope

As the Chief Business Development Officer (CBDO), this senior executive is entrusted with spearheading revenue growth and optimizing organizational profitability. The CBDO is pivotal in steering all revenue-centric functions, encompassing sales, marketing, business development, and customer success. In addition to formulating and executing effective revenue strategies, the CBDO is responsible for assembling and leading high-performing teams, cultivating robust customer relationships, and ultimately realizing overarching business objectives.

Responsibilities

- Develop and execute the organization's revenue strategy, aligning it with overall business objectives.
Identify new market opportunities, target segments, and revenue streams to drive business growth.
Analyze market trends, competitive landscape, and customer insights for revenue strategies.
Define pricing strategies, revenue models, and go-to-market plans for products and services.

Sales and Business Development:

Develop and implement sales strategies and tactics to achieve revenue targets.
Lead and manage sales teams, setting goals, providing guidance, and evaluating performance.
Build and maintain strong customer relationships, including key accounts and strategic partnerships.
Identify and pursue new business opportunities, including new markets, partnerships, and acquisitions.
Monitor sales pipeline, analyze sales data, and implement strategies to optimize sales performance.

Marketing and Demand Generation:

Collaborate with marketing teams to develop and execute effective demand-generation campaigns.
Align marketing efforts with sales goals, ensuring marketing activities drive revenue growth.
Develop and implement marketing strategies that enhance brand visibility and generate leads.
Monitor marketing performance, analyze campaign effectiveness, and optimize marketing ROI.

Customer Success and Retention:

Develop strategies to enhance customer success, satisfaction, and retention rates.



Lead customer success teams, setting customer success metrics and ensuring customer outcomes are achieved.

Identify opportunities to upsell, cross-sell, and expand revenue within the existing customer base.

Monitor customer feedback and satisfaction metrics, implementing initiatives to improve customer experience.

Sales Operations and Analytics:

Establish and optimize sales processes, systems, and tools to improve efficiency and effectiveness.

Implement sales forecasting, pipeline management, and performance tracking systems.

Analyze sales data and market trends to provide insights and inform decision-making.

Collaborate with finance teams to develop revenue forecasts, budgets, and pricing strategies.

Team Leadership and Management:

Recruit, develop, and lead a high-performing revenue team, including sales, marketing, and customer success.

Set clear goals, expectations, and performance metrics for revenue teams.

Foster a culture of collaboration, innovation, and accountability within the revenue organization.

Manage the revenue budget and allocate resources effectively to achieve revenue objectives.

Requirements

- Bachelor's degree in Business Administration, Marketing, or a related field (Master's degree preferred).
Extensive experience (typically 10+ years) in revenue-focused roles, with a track record of driving revenue growth.
Proven experience in leading and managing sales, marketing, and customer success teams.
Strong business acumen and strategic thinking, with the ability to align revenue strategies with overall business objectives.
Excellent leadership and team management skills, with the ability to inspire and motivate employees.
Exceptional communication and interpersonal skills to effectively collaborate with stakeholders at all levels.
Analytical mindset with the ability to analyze sales and market data, identify trends, and make data-driven decisions.
Strong negotiation and relationship-building skills, with the ability to foster strategic partnerships.
Familiarity with sales methodologies, CRM systems, and revenue management tools.

As an EEO/Affirmative Action Employer all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status.



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Ability to adapt to a fast-paced, evolving business environment.

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