



## Market Development Representative

### Job Scope

The Market Development Representative identifies and pursues growth opportunities in new or existing markets. This role involves conducting market research, analyzing market trends, and developing strategic plans to expand the organization's customer base, increase market share, and drive revenue growth. In addition, the Market Development Representative collaborates with cross-functional teams, including sales, marketing, and product development, to execute market development initiatives and achieve business objectives.

### Responsibilities

- Conduct comprehensive market research to identify new market opportunities, customer segments, and emerging trends.  
Analyze market data, industry reports, and competitor activities to understand market dynamics and the competitive landscape.  
Identify potential target markets and assess their attractiveness and potential for growth.  
Monitor and track market developments, including regulatory changes, technological advancements, and consumer behavior.  
Develop and implement market development strategies and plans to penetrate new markets or expand within existing markets.  
Collaborate with cross-functional teams to align market strategies with sales, marketing, and product development initiatives.  
Define target customer profiles and develop customer segmentation strategies.  
Identify value propositions, competitive advantages, and differentiation strategies to position the organization effectively in the market.  
Identify and engage potential customers, strategic partners, and key stakeholders to build relationships and explore business opportunities.  
Conduct market assessments and feasibility studies for new products or services.  
Develop business cases and financial models to support market expansion initiatives.  
Collaborate with sales teams to develop sales strategies and support their efforts in acquiring new customers.  
Develop and execute go-to-market strategies for new market entry or expansion initiatives.  
Identify and evaluate potential distribution channels, partnerships, or acquisitions to support market development goals.  
Conduct market sizing and forecasting to estimate market potential and revenue projections.  
Collaborate with marketing teams to develop marketing campaigns, messaging, and promotional materials to target specific markets.  
Monitor and analyze competitor activities, including pricing strategies, product offerings, and market positioning.  
Assess competitive strengths and weaknesses to identify areas of opportunity or potential



threats.

Provide insights and recommendations on competitive strategies and market differentiation.

Monitor industry trends and emerging technologies to ensure the organization remains innovative and competitive.

Build and maintain relationships with key stakeholders, industry influencers, and strategic partners.

Collaborate with internal teams to align market development efforts with customer needs and expectations.

Represent the organization at industry conferences, trade shows, and networking events to expand the network and promote the brand.

## Requirements

- Bachelor's degree in Business Administration, Marketing, or a related field. Advanced degrees or certifications may be advantageous.  
Proven experience (typically 3+ years) in market development, business development, or related roles.  
Strong analytical and strategic thinking abilities.  
Excellent research and data analysis skills.  
Solid understanding of market dynamics, customer behavior, and competitive landscapes.  
Effective communication and presentation skills.  
Ability to work collaboratively in cross-functional teams.  
Self-motivated and results-oriented.  
Familiarity with relevant market research tools and techniques.  
Knowledge of sales and marketing principles.  
Adaptability and willingness to embrace change in a dynamic business environment.