

Job Title: Director, Business Development – New Industries			Region Domestic
Dept. Sector Analysis			Written By Anne Hawkins
Date Created December 2016	Review Date	Reviewed By	
Position in Organization <ul style="list-style-type: none"> • Reports To: Executive Vice President, Sector Analysis • Directly Supervises: None • Indirectly Supervises: None 			
Main Purpose of Job <p>Exciting opportunity to be the first person to drive the growth of STR's core products in new industries. Enthusiastically and proactively grow STR's new industries in greenfield markets. Comfortable with ambiguity and able to take on tasks with minimal direction. Uninhibited selling to an entirely new audience with an evolving business model. Excited to test different relationship-building approaches to drive growth and data participation. Opportunity to be on the ground floor of a growing business. The Director of Business Development – New Industries, is responsible for all United States business development activities as it relates to driving data participation and revenue in STR's new industries.</p>			

Key Responsibilities and Accountabilities

1.1 Business Development / Account Management / Sales
<ul style="list-style-type: none"> • Creates go-to-market strategy for new industries, including lists of prospective customers, and develops annual business plan to grow and retain customers • Executes on go-to-market strategy with both an in-house and field sales approach • Assists EVP in building annual budgets and goals and creatively approaches meeting and exceeding these goals • Able to 'see'/appreciate an industry from an operator's perspective • Flexible to build relationships/sell into more than one industry • Be a subject-matter expert for how to sell and work within any new industry • Ensures that each customer receives outstanding service by providing a knowledgeable, professional and friendly environment • Knowledgeable of new sales strategies and implements as relevant
1.2 Product Knowledge
<ul style="list-style-type: none"> • In-depth, comprehensive knowledge of all STR's products, both for new industries and hotels • Ability to clearly communicate the value of STR's products and how they impact customers
1.3 Strategy
<ul style="list-style-type: none"> • Utilizes industry knowledge to help support and drive the strategy in new industries • Understands how individual work drives the overarching goals in new industries • Communicates and instills in others an understanding of and appreciation for the department strategy
1.4 Thought Leadership / Presentations
<ul style="list-style-type: none"> • Professionally represents STR at all times • Prepares and delivers industry presentations • Serves as a point of contact within STR on new industries
1.5 Industry Insights

This job description is full but not exhaustive and the job holder will be required to undertake other activities as reasonably required by the Company

Job Description – Business Development

- Knowledgeable of industry trends and new competitors
- Conversant on key issues faced by each type of potential customer

1.6 Job Execution

- Understands how work area performance impacts results
- Adjusts to multiple demands and shifting priorities; accepts responsibility for results of actions

1.7 Product Development and Enhancement

- Understands business objectives and direction and provides customer feedback to business operations so that STR can best meet customer needs

1.8 Personal/Professional Commitment and Development

- Actively interested in industry trends and market developments
- Seeks to continually enhance understanding of STR products and value proposition
- Adheres to all STR processes and policies and maintain customer confidentiality
- Ensures STR brand and corporate values are evident to the customer at all times
- Understands and adheres to the STR vision and our values

Core Competencies

Competency	Knowledge
Persistent Character	Excited by new opportunities with no current set/defined process. Not deterred by challenges and creative in how to meet goals. 'Can do' attitude and consistent optimism
Customer Focus	Must have excellent relationship building, sales and account management skills. Ability to react quickly and efficiently to customer issues. Deliver solutions
Relationships	Builds and maintains authentic relationships easily. Enjoys finding commonalities with customers Viewed as a thought partner and advisor in relationships with customers
Delivers Results	Demonstrated ability to consistently meet and exceed goals. Doesn't just meet objectives but takes it one step further to think about how solutions could be delivered better/differently
Quick Learner/Comfortable with Ambiguity	Picks up on tasks quickly with creative and thoughtful solutions. Comfortable with little direction and the opportunity to come up with a plan independently. Listens and takes advice easily but comfortable owning tasks
Intellectual Curiosity	Strong interest in continued learning; understanding businesses, markets and how things works; and improving processes. Thrives wearing multiple hats
Adaptability/Flexibility	Adapts to changing work environments, work priorities and organizational needs. Ability to work effectively in a fast-paced and ever-changing environment and with diverse personalities and work styles

Job Qualifications

Competency	Expectation
Experience	<ul style="list-style-type: none"> • 5+ years work experience in sales and account management, preferably in an information services/data role • Demonstrated excellent in prospecting, utilizing a consultative sales approached, negotiation and customer retention • Planned and executed sales strategies to approach and secure new business

Job Description – Business Development

	<ul style="list-style-type: none"> Both inside sales and field sales experience (business-to-business sales)
Communication Skills	<ul style="list-style-type: none"> Excellent verbal and written communication skills Ability to easily understand client needs and ascertain the best solutions Experience presenting in front of large audiences, including at conferences Professional demeanor
Leadership	<ul style="list-style-type: none"> Experience hiring and building a team Ability to lead, motivate and manage a team
Technical and Analytical Skills	<ul style="list-style-type: none"> Understanding of property management software systems or analytical software Analytical thinker
Team Player	<ul style="list-style-type: none"> Works well in a team environment and individually
Education	<ul style="list-style-type: none"> Undergraduate degree

Job Context

Context	Description
Travel	Expect travel up to 3-4 days/week
Key Contacts & Relationships	Externally – C-level clients in non-hotel industries Internally – All departments