



## Business Development Lead

E Group, Inc. is a Minneapolis-based, award-winning marketing and technology agency. E Group works with Fortune 1000 companies to deliver customized loyalty and incentive programs. We provide creative business solutions that influence, encourage, and stimulate behavior in measurable ways. We are looking for passionate, engaging, and driven individuals ready to work in a client-focused, dynamic environment.

### **Position Specific Information**

In this position, you will be responsible for identifying, leading, and executing strategic sales initiatives for both new and existing clients. You will also identify new opportunities for revenue growth and profitability within our current client base. Other responsibilities include developing marketing plans, leading a cross-functional team, maintaining senior level client relationships, and ensuring client objectives and requirements are met.

### **Essential Job Functions:**

- Identify new and existing clients and opportunities
- Establish deep relationships at all levels with the clients, ensuring a clear understanding of client needs and requirements
- Provide team leadership and direction regarding target clients and opportunities
- Navigate, understand, and sell complex web based solutions
- Develop marketing plans and strategic proposals
- Be accountable for the financials of new opportunities
- Create and present program proposals, statements of work, project specifications, estimates, timelines, and other program details to clients in conjunction with account services team
- Continually look for opportunities to increase customer satisfaction
- Interface with clients and work with internal cross-functional teams to resolve customer, client, and member issues and questions effectively
- Ensure timely and effective communication of status and identify and resolve any potential issues quickly and effectively by working with the necessary team members

### **Essential Skills and Capabilities:**

- Excellent **leadership and interpersonal skills**; ensuring results both with the client and within the E Group team across functional lines
- Proven ability to **maintain strong customer relationships**
- Strong **strategic thinking and analytical skills**
- Excellent **organizational skills, including ability to multitask, and work cross-functionally** in a team environment
- Strong **verbal, communication and presentation skills**
- **Ability to problem solve, generate ideas and identify solutions**



moving people to action

- Commitment to providing high standards of excellence and **attention to details** for all deliverables
- Ability and **willingness to be flexible** in a fast-paced, dynamic work environment
- Ability to **effectively prioritize and execute tasks** across multiple projects and client contacts
- **A creative thinker** who can resolve issues and offer new ideas
- A **team player** who contributes to the overall effort and delivers results for the team/client
- **Passionate, driven, and hard-working attitude**

**Education and Experience Requirements:**

- 4-year degree in Business, Marketing or applicable discipline
- 8+ years related business experience with progressive experience in selling and maintaining client relationships
- Proficient in Microsoft Office: Word, Excel and PowerPoint

**Preferred Qualifications:**

- Experience in loyalty, incentive, or direct/promotional marketing
- Knowledge of digital content and web based solutions
- Familiar with marketing communications
- Agency experience
- Creative services