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Reference: Job No. 09-145

DIRECTOR, BUSINESS DEVELOPMENT – COMMERCIAL PRODUCTS

LightWorks Optics, Tustin, CA

SUMMARY:

The position of Director, Business Development – Commercial Products, is responsible for prospecting for and closing new business. The person in this role is responsible for directing and controlling commercial products business development operations of the organization to maximize bookings volume. Included in this responsibility is the responsibility for the oversight of all business development programs and activities, including bookings forecasts and objectives, customer relationship management, and business development for all segments of the business. Will develop bid and proposal resources for the marketing of LightWorks Optics' commercial products and capabilities to ensure the orderly development and growth of both new and continuing business opportunities.

RESPONSIBILITIES/MAJOR FUNCTIONS:

The major functions of the Director of Business Development, Commercial Products are:

- Development and implementation of annual and five-year booking objectives and forecasts.
- Monitors performance against annual objectives and devises contingency plans, as necessary, to achieve annual targets when unforeseen changes occur in the bookings outlook.
- Researches, contacts, qualifies, prepares and identifies new customers and opportunities. Develops external customer contacts, including customer technical management and senior management personnel as required to maintain good customer relations and initiate new business activities and/or ventures to coordinate, facilitate and develop the direction and growth of business opportunities within assigned market areas and within the organization.
- Identifies critical customer needs and assures LightWorks Optics' proposals address those critical needs in terms of benefits and value propositions of our offering that will attract customer attention.
- When possible, identifies and communicates to proposal team the customer critical cost, delivery, and technical requirements on new opportunities.
- Coordinates bid/no-bid meetings and analyzes cost effectiveness of all bid and proposal activities to maximize our return on investment.
- Defines annual performance targets and ensures subordinates achieve their targets.
- Responsible for budgeting and resource planning for the commercial segment of the business development department.
- In cooperation with senior management, devises customer and business segment diversification targets and diversifications plans for the organization.
- As part of the senior management team, devises 5-year strategic plan and the business development contributions to the plan.
- Collaborates with Director of Marketing to implement strategic marketing plan and coordinate the effective handoff of leads to the business development department.
- Ensures all departmental activities are in alignment with the values of the organization and comply with organizational requirements for quality management, health and safety, legal stipulations, environmental policies and general duty of care.
- Utilizes LightWorks Optics' technological capabilities to evolve new products and/or customers. This includes the development of new applications for existing LightWorks Optics' technologies and products.

- Continue to maintain a clear focus of business objectives on a daily basis.
- Provides a focus for extending and expanding the technological and marketing advantages over the coming years to realize maximum sales and profits.
- Ensures the continuation and acceleration of "value added" efforts to include higher level program responsibilities and higher dollar value contracts.
- Position may require extensive travel (airplane and automobile). Must be able to travel to customer locations and conduct both internal and external meetings.
- Perform other related duties.

BACKGROUND AND EXPERIENCE:

- Bachelor's degree in engineering, management or applicable technical field with management background. Advanced degree a plus.
- Excellent oral and written communication, presentation and facilitation skills.
- At least 15 years experience managing and leading customer focused sales operations in a commercial scientific or technical B to B environment.
- 5 to 10 years P&L responsibility.
- Business development experience in the commercial optics industry (medical devices, etc.) is preferred.
- Must be a highly ethical individual who values the worth and dignity of all people.
- Must meet eligibility requirements for access to classified information subject to government security investigation.

COMPETENCIES:

- Excellent organizational skills.
- Strong creative selling and communication capabilities.
- High energy level.
- Experience setting targets, designing growth plans and hitting new business revenue objectives.
- Customer focus and the ability to win customers in a compressed buying cycle.
- Strong verbal and written communication skills.
- Results oriented.
- Influencing skills.

TIME MANAGEMENT:

Expected time allocation breakdown for this role would be:

- Business development responsibilities 50%
- Opportunity tracking and management 25%
- Customer relationship management 15%
- Administration 10%

EXPECTED RESULTS:

- Meets or exceeds annual booking targets.
- Provides effective leadership of subordinates to ensure individual annual targets are achieved.
- Works with other senior managers to achieve customer and business segment diversification targets.
- Effectively utilizes marketing leads to develop new business opportunities.
- Provides annual and 5-year bookings plans in support of annual business planning process.
- Manages customer relationships and customer contact points to provide feedback to the management team as to problems, issues, and new opportunities.

- Effective management of the budget and resources in the commercial segment of the business development department.
- Grows long-term relationships with customers and capitalizes on customer support and partnership opportunities.
- Provides leadership and guidance in all aspects of the sales cycle.
- Collaborates with executive management to implement strategic marketing and business plans and initiatives.
- Maintains effective and collegial relationships with both key management team members and all staff in general.

Contact Information: Qualified applicants please forward resume via e-mail to hr@lwoptics.com. If e-mail is unavailable, please mail resume to: LightWorks Optics, Attn: Human Resources, 14242 Chambers Road, Tustin, CA 92780. Visit our website at www.lwoptics.com.

LightWorks Optics is an Equal Opportunity /Affirmative Action Employer.