



Job Title: Director of Business Development

FLSA: Exempt

Reports To: Chief Executive Officer

Position Overview:

The **Director of Business Development** is responsible for identifying and championing strategic initiatives and opportunities to sustainably drive medium to long-term growth and profitability.

Duties/Responsibilities:

- Work with cross-functional senior leadership to develop and champion Bonnie's multi-year strategic plans.
- Champion the strategic and operational planning process throughout the organization – ensure linkage of departmental/functional goals to overall company objectives.
- Evaluate key growth opportunities areas, emerging industry trends and expansion opportunities, and working with cross-functional leaders, develop a prioritized plan of attack for capturing them.
 - Including new segments of live goods, adjacent category opportunities, new distribution points.
 - Also includes operational and other efficiency efforts to drive bottom line improvement - including driving a holistic approach to improving sell through/reducing shrink
- Lead cross-functional efforts to prepare the analysis required to evaluate business and market opportunities. Turn strategic opportunities into a prioritized plan linked to the financial plan
- Collaborate with senior leaders and their teams across the organization to set priorities, goals and implement the strategic initiatives, prioritizing resources required to win.
- Own the development of key strategic initiatives to give shape to new opportunities by applying rigorous fact-based logic, analytics and business smarts to identify key value drivers and lay the groundwork for success
- Champion new top and bottom-line opportunities across the organization, working collaboratively to identify critical business needs and remove key roadblocks and enable successful implementation
- Excel in developing and applying strategic and business analysis to unclear problems (i.e. using business, market, channel, competitive and financial analytics, applying consumer and capabilities assessments, etc.)
- Project management – drive execution of key strategic programs (from pilot to scale) across the organization to ensure business growth strategies are met. Create strong handoff points to other functional leaders.
- Stay on top of industry and business trends – turn into actionable insights for business leaders.
- Lead internal strategic reviews of key initiatives – including after action reviews – build discipline in the organization to ensure strategic, financial, and other success criteria are met.
- Work with senior leadership – including the CEO – to champion ad-hoc initiatives.
- Create internal and external presentations – and be able to deliver them to a broad range of audiences (customers, suppliers, partners, executives, board of directors, etc.)

Required Skills/Abilities:

- Excellent verbal and written communication skills.
- Strong baseline in strategy development and strategic thinking
- Structured and logical thinking
- Team coordination – ability to drive alignment through cross functional teams
- Bias for action – results-driven individual
- Strong analytic skills – ability to take complex and disparate information and turn it into a plan
- Strong interpersonal skills – ability to work well with all types of people
- Strong and persuasive presentation skills – both written (PowerPoint) and oral

- Creative problem solver – brings fresh, new ideas and new approaches to challenges
- Enterprise thinker – ability to understand how their work fits into/enhances the broader enterprise objectives

Education and Experience:

- Bachelor's degree in Business Administration or Marketing; MBA or equivalent preferred
- 8+ years of experience in the following
 - Proven experience in strategy development and implementation.
 - Successful experience in marketing and/or sales functions in consumer products company – proven track record of results in identifying new opportunities and successfully implementing new programs
 - Analytic skills – understanding and assessing industry trends, sizing potential markets, projecting business plans, etc.
 - Demonstrated experience successfully interacting with senior leadership – including C-level executives
 - Experience in corporate strategy, consulting or business development in a corporate setting strongly valued.