



Job Posting for **Business Development Manager (BDM) North America**

Reports to: General Manager
Location: Aptar Atlanta/Maxwell Chase

Job Summary

The primary mission of the Regional Business Development Manager is to drive profitable sales growth in the region through the development of a robust pipeline of projects and identification of potential customer opportunities. The BDM represents CSP Food Safety Application Field within the region and leads sales growth, market development and various strategic initiatives to penetrate and promote food safety product offerings.

Key Responsibilities

- Design and implement a strategic sales plan that expands company's customer base and ensures its strong presence.
- Achieve growth and profitability targets
- Work with the regional sales organization to develop account strategies with specific objectives and action items
- Regular meetings with key opinion leaders of key customers, target accounts and strategically important prospects
- Gain strong understanding of overall market dynamics including influence of regulations on food safety and packaging
- Grow project pipeline by prospecting, identifying and evaluating new opportunities, and closing sales
- Gather market data and competitive intelligence through customer interaction, key opinion leaders, regulatory bodies and other sources
- Develop strong relationships at key customers across various departments
- Participate in the development of corporate strategy for the NA Market.
- Participate in the negotiation of development and license agreements with customers and partners
- Propose new business models to maximize the value of our offerings and services
- Develop strong relationships, strategies and alliances with food service, packaging, and food processing space
- Gather and drive input for new product development and create business plans where appropriate
- Support development of marketing materials and communication activities (press releases, presentations, events, tradeshow)
- Attend industry functions, such as association events and conferences
- Regular public speaking presenting, being the ambassador of the company
- Surveillance of new competing products and competitive landscape by tracking the competition

Experience/Abilities

- 10 years sales experience in markets related to food or beverage packaging and ideally materials science
- Ideally: University degree in Life Sciences (microbiology / food technology, packaging), MBA preferred
- Knowledge of Filling & Packaging Processes and Machines
- Experience working in a global environment

Required Skills

- Proven track record of effectively developing sales strategies and delivering business growth
- Strong existing network of food service executives, purchasing, and packaging engineers
- Diversified experience across multiple fields (e.g. operations, quality, product development, project management, regulatory affairs, MARCOM)
- Excellent verbal and written communication skills to effectively communicate clear vision and value proposition to potential customers
- Strong technical understanding of food safety, risk assessment and regulatory requirement (FDA, USDA) and other relevant regulatory bodies and regulations such as FSMA and HACCP
- Existing, strong and robust professional network
- Used to public speaking, able to negotiate commitments and timelines from internal and external parties

Qualified candidates should send their resume to Badre Hammond for consideration