

# DIRECTOR OF NEW BUSINESS DEVELOPMENT

Switch | Remote





## We connect the dots between ideas + results.

Switch is an award-winning, full-service creative agency and production house that connects creative with production to bring ideas to life as envisioned and deliver impactful results as intended. And we've been doing it for over 40 years. While we may specialize in experiential, traditional, and digital marketing, we have more to offer than most can ever imagine.

Our people are an uncommon collective of thinkers, doers, creators, makers, solvers, and builders. And our home is a 100,000+ sq ft playground where ideas become more than just ideas thanks to our Creative Shop, Fabrication Shop, Print Shop, Staging, and Event Technology Shop, Video and Production Studio, Digital Lab, Client Collaboration Studio, and much more.

We believe transactions are temporary, but connections last forever. And that's what makes our work for you more impactful and lasting. We collaborate with you to understand your challenges and goals and then identify the right solution to help you reach them.

We embrace the fact that people naturally want to form a connection – with brands, with companies, and most importantly, with each other – and we facilitate those connections by leveraging our knowledge and experience in a wide variety of industries. Whether B2B, B2C, CPG, health and lifestyle, healthcare, non-profits, and more, we have been at the center of helping companies effectively reach their target audience around the world. So, no matter what connections you need to make, we've got the know-how to make them meaningful and memorable.

### CULTURE

As Switch, we are:

- Accountable. We strive to be more accountable as a company and to each other through trust, reliability and integrity.
- Community. We are a collection of diverse individuals who come together to create a welcoming atmosphere.
- Creative in our expertise and approach to problem-solving.
- Inclusive. We welcome diverse backgrounds, opinions, skills, and thoughts.
- Resourceful. We connect our clients with their target audience through an array of service offerings all under one roof.
- Passionate. We show our passion through our awesome work.

### PILLARS

- People, we don't exist without our employees and their talents.
- Resources, we offer a variety of services to our client partners and are able to provide those under one roof.
- Diversity, diversity of thought, and experiences to be a key support structure to our organization through racial ethnic inclusivity.





## OUR WORK

### **Business Meetings**

We use dynamic productions and innovative presentations to ensure that your message isn't just something an audience hears – it is something they feel. We believe that state-of-the-art is table stakes, and the resources you need are all in hand in our 100,000+ sq ft headquarters.

### **Live, Virtual + Hybrid Events**

Consumers value experiences over possessions more than ever before. It's critical for brands to deliver meaningful experiences, activations, and events that engage, entertain, educate, inspire, and connect with audiences. That's why we take an audience-first approach to every event that we concept, design and produce, so we deliver the messaging and interactions audiences want to participate in while also representing your brand true to what it stands for.

### **Field Marketing + Brand Immersions**

Switch connects the dots that lead from greater brand awareness to greater sales, providing solutions for every element of your campaign. And moving product often starts with moving people – inspiring them to take action and participate in a face-to-face interaction with your brand or product.

### **Tradeshows, Exhibits + Environmental Design**

From concept to design, we bring your brand to life in a way that gets attention and invites everyone who sees it to come over and experience it for themselves. We design every tradeshow, exhibit, environment and brand immersion to be a journey through the story your brand wants to tell.

### **Digital Marketing**

Our team is dedicated to dreaming up and creating immersive VR environments, crafting eye-catching social messaging and digital content, customizing user-friendly apps and designing and building sites that truly connect with consumers.

### **Branding + Advertising**

Our team has experience identifying your unique brand attributes and personality and bringing them out at every consumer touchpoint. When consumers understand your brand, they're more likely to connect with it. That's where we come in. With clear, impactful branding, you can build your business on the foundation of a strong first impression.



## POSITION SUMMARY

Switch is an award-winning marketing and production agency. We specialize in Live, Hybrid, and Virtual events. Our 40 years of experience, account base, and talented team have propelled Switch to be recognized as one of the top 100 marketing agencies going into 2022.

We are seeking a sales professional who opens doors and paves the path to a successful agency-client relationship. A hunter who creates opportunities and capitalizes upon them. A team builder, both internally and externally. An identifier of problems and champion of solutions. A storyteller who creates relevance and context around activations and excitement for the many possibilities of partnership. An influencer who can take our message face to face with perspective clients. That's the Switch Business Development Director.

Switch seeks a driven business development professional who is both a planner and an activator, employing a defined approach to every opportunity. This team member will lead interdisciplinary agency teams to new business success. The Director of New Business Development will be self-motivated, enjoy prospecting, developing new relationships, and be a highly collaborative, business-savvy, and innovative professional who has solid experience in building new business and growing revenue. This individual will identify prime prospects, create communications plans to cultivate contacts and center in on key opportunities. He or she will be an inspired presenter, rallying excitement around the possibilities of working with the agency and capturing how Switch can assist in achieving KPIs and client objectives. The Switch Business Development Director will position the agency and client for success.

**Travel Requirements: Travel 25% of the time.**

## KEY RESPONSIBILITIES

- Responsible for increasing overall sales volume by developing key relationships with new accounts while prioritizing the delivery of outstanding client experiences and financial profitability.
- Identify future events and turn them into opportunities to build a robust pipeline.
- Participate in industry-related organizations and the local community to develop business. Attain leadership status when possible.
- Qualify leads and develop innovative program strategies to win business and achieve individual annual sales goals.
- Partner with Switch's product line teams to develop compelling proposals that create solutions for our client's needs.
- Utilize Switch's CRM to document all opportunities and activities.
- Ensure that sales/gross profit goals are met, and client's programs exceed their expectations.
- Constant learner to identify current trends and developments. Become a thought leader representing Switch.
- Implement and execute business and marketing plans for the territory.



## EDUCATION AND EXPERIENCE

- A minimum of five years experience in sales, specifically in the agency, live event industries, global hotel sales, or convention center/DMO sales.
- Bachelor's degree in Communications, Business, Journalism, Hospitality, or Marketing.
- Previous experience in Creative Services, Business Events, Production Services, and Field Marketing is necessary.
- Strong proactive, outbound sales aptitude and new client development skills.
- Skills important to this role are prospecting, qualifying, relationship building, proposal generation, proposal presentation, negotiating, and closing.
- Experience working with Marketing teams to develop solutions and strategies for B2B and B2C needs.
- Record of success in sales and marketing strategies, accomplishing goals aligned with organizational strategic planning, including annual goals.
- Ability to professionally represent Switch at client meetings, site inspections, industry and association functions, supplier/partner meetings, and staff meetings.
- Proven ability to meet sales goals consistently.
- Involved and engaged in specific industry organizations.
- Minimum of five years sales experience working with corporate clients booking meetings, incentives, and events.
- Preferred experience with CRM tools to mine prospects.
- Previous experiential experience is preferred.
- Lead and oversee development of proposal responses to potential clients by collaborating as part of pitch team with assigned individuals in Creative, Strategy Development, Research, Digital Media, Marketing, and Practice Lead/Project Management.
- Present agency capabilities presentations with strong knowledge and confidence in agency product offering expertise.
- Present strategy, concepts, creative and/or project budgets as required, based on the role played in pitch team.



**Andrea Christopherson**

Vice President

SearchWide Global

info@searchwideglobal.com

Direct/Cell: 469.223.7637

**If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Andrea Christopherson.**

**SearchWide Global is a full-service executive search firm primarily for companies in the event, tradeshow, convention, tourism, and hospitality industries. We specialize in C-Level, Director, and Management level executive searches for companies ranging in size from Fortune 500 corporations to mid-sized public and private companies.**