TITLE: Business Development Director

DEPARTMENT: Sales

REPORTS TO: VP, Sales

FLSA STATUS: Exempt

POSITIONS SUPERVISED: N/A

MISSION: Drive profitable growth through the acquisition of new clients by identifying, engaging, and securing strategic opportunities for incentive, recognition, loyalty, engagement, meetings, point-based and group travel solutions. Develop executive-level relationships, uncover business challenges, and position MEI's solutions to deliver measurable business results. Primary focus is generating net-new revenue and expanding MEI's presence within targeted markets and accounts.

RESULTS/ESSENTIAL FUNCTIONS:

1. Develop and execute a strategic prospecting plan to identify, target, and acquire new clients within designated industries and market segments.
2. Generate a consistent pipeline of qualified opportunities through cold calling, networking, referrals, social selling, industry events, and other business development activities.
3. Establish and cultivate relationships with C-suite executives and senior decision-makers within target organizations.
4. Lead the complete sales cycle from prospect identification through discovery, solution development, proposal presentation, negotiation, and contract execution.
5. Consistently achieve or exceed annual new business revenue, pipeline, and activity goals.
6. Conduct in-depth discovery to understand client business objectives, performance challenges, organizational culture, and growth opportunities.
7. Collaborate with internal subject matter experts to develop compelling, customized solutions that demonstrate measurable business impact and ROI.
8. Maintain accurate pipeline management, forecasting, and activity reporting within CRM systems.
9. Position and communicate MEI's unique value proposition and competitive differentiation in the marketplace.
10. Transition newly acquired clients effectively to delivery and account management teams while maintaining executive relationships that support future growth opportunities.

11. Represent MEI at client industry events and tradeshows, conferences, and networking functions to increase market visibility and generate new business opportunities.

CRITICAL SKILLS/KNOWLEDGE

1. 10 – 15 years of successful consultative sales experience with a proven focus on new account acquisition.
2. Demonstrated history of exceeding new business revenue quotas and building a sustainable pipeline through self-generated prospecting efforts.
3. BA/BS in Business or Marketing or related field preferred.
4. Experience selling complex solutions to senior executives and multiple stakeholders within mid-market and enterprise organizations.
5. Experience within channel marketing and incentive solutions, including incentive travel, meetings, events, loyalty, recognition, performance improvement or related business services preferred.
6. Core competencies
    a. Hunter mentality with strong prospecting discipline
    b. Consultative and solution based selling
    c. Create/Implement sales process
    d. Strong discovery and questioning skills
    e. Self created lead generation experience
    f. Interpersonal flexibility
    g. Coaching
    h. High emotional intelligence
    i. Negotiation and closing skills
    j. Resilience, persistence, and competitive drive

Performance Measures

- New business revenue generated
- Number of new clients acquired
- Qualified pipeline development
- Executive-level meetings secured

This Position Description is intended to describe the general nature and level of work being performed by the person assigned to this position. "Results/Essential Functions" are intended to describe those functions that are essential to the performance of this job. "Additional Functions" and the phrase ". . . other related duties" include those responsibilities that are considered incidental or secondary to the overall purpose of this job.

This Position Description does not state or imply that the above are the only duties and responsibilities assigned to this position. Employees holding this position will be required to perform any other job-related duties as requested by management. All

requirements are subject to possible modification to reasonably accommodate individuals with a disability.