

JOB DESCRIPTION

Position Title: Vice President
Business Development **Industry:** Life Insurance

Reports To: CEO **Salary Range:** Sr. Level Competitive

Company Overview:

LifeTrends® is a dynamic organization specializing in providing data analytics and product intelligence to the life insurance industry. Our team culture is founded upon the development and implementation of technology and processes that allow and adjust for rapid change and new information. We are seeking an experienced business development professional to energetically join our growing team in Austin, TX.

Position Summary:

The Vice President of Business Development is responsible for developing new business opportunities and industry partnerships for LifeTrends. This person will play a key role on the LifeTrends® team and will be asked to significantly contribute to the growth and direction of our organization.

ESSENTIAL JOB FUNCTIONS

- Develop new business and partnership opportunities through many different avenues and tactics available.
- Work with key contacts and networks to identify potential clients that align to LifeTrends client profile.
- Build and implement a sales strategy. Set goals, timelines & deliverables.
- Identify internal product development growth opportunities to support business development initiatives.
- Define marketing items needed to support business development efforts. Work with marketing resources to craft marketing messaging and create a deliverable plan.
- Build, evolve, and grow LifeTrends existing relationships. Represent LifeTrends® in a very professional and thoughtful manner.
- Develop organization standards and methods of tracking business development opportunities via Salesforce. Assist with CRM efficiency and support by working with technology, account managers and key staff.
- Hold a fundamental understanding of product. Identify product improvements. Be the expert connection between our clients and the internal analyst and support staff.
- Mentor internal staff. Engage staff to support business development related goals and initiatives. Work with staff to define opportunities and ways in which we can effectively "sell our story."



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- Gather Feedback. Gather ideas for LifeTrends® product development initiatives and enhancements, stress testing analysis or deeper dives into ways in which products are positioned and sold. Actively participate in discussions that contribute to the growth of such resources.
- Field presentation opportunities and manage timelines, content and deliverables.

JOB REQUIREMENTS

EDUCATION: Bachelor's degree in business, marketing, management, finance or economics preferred. Equivalent industry experience is acceptable.

EXPERIENCE: 10+ years of related professional experience; Experience with a Sales Office (producer, brokerage general agency, insurance marketing organization, producer group) or Life Insurance Company (sales, marketing, product research and development, competitive or market intelligence, pricing) is preferred.

KNOWLEDGE, SKILLS & ABILITIES: Solid understanding of life insurance practices, products, standards, and concepts; Presentation Skills, Client Relationships, Emphasizing Excellence, Energy Level, Negotiation, Prospecting Skills, Meeting Sales Goals, Creativity, Sales Planning, Independence, Motivation for Sales, Understanding of Life Insurance Products

TRAVEL REQUIREMENT: 20% to 35%, maybe more depending on their self-initiated goals and objectives.

TYPE OF POSITION: Full-Time, Exempt

LIMITATIONS AND DISCLAIMER

The above job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position.

All job requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. Employees will be required to follow any other job-related instructions and to perform other job-related duties requested by their supervisor in compliance with Federal and State Laws.

Requirements are representative of minimum levels of knowledge, skills and/or abilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued employment remains on an "at-will" basis.

If you are interested in being considered for the position, please submit your resume online - <https://lifetrends.com/about/careers/>.

