

Job Description



Position Title

Business Development Director

Industry

InsureTech (Life Insurance)

Reports To

CEO

Salary Range

Competitive

Company Overview

LifeTrends® is a dynamic organization specializing in data analytics and competitive intelligence for the life insurance industry. Our team culture is built on developing and implementing technology and processes that enable rapid adaptation to change and new information. We are seeking a driven, energetic business development professional to join our growing team.

Position Summary

The Business Development Director is responsible for expanding LifeTrends' presence in the market by identifying and cultivating new business opportunities, strategic partnerships, and avenues. This person will own the full business development cycle — from identifying prospects and building relationships through close — and will play a key role in shaping the strategy and market positioning that fuels our next phase of growth. Relationships need to be genuine and respected. This person will significantly contribute to the growth and direction of our organization.

Essential Job Functions

- Build relationships. Create, foster, and maintain strong, meaningful relationships across the financial services industry.
- Build and execute a business development strategy to bring our product to both new and existing markets. Plan should support a revenue growth goal of 10% per year.
- Efficiently grow our business. Determine the most effective ways to expand market presence and develop new opportunities through available avenues and tactics. A growth plan should be in place within the first 6 months, with an evaluation of effectiveness within the first 12 months.
- Work with key contacts and networks to identify potential clients and partners that align to the LifeTrends client profile.
- Identify new market opportunities by researching and analyzing potential partners, channels, and segments.
- Evaluate and pivot. When avenues are exhausted, be prepared to reconsider and pursue other viable options.
- Field and source presentation opportunities; manage timelines to develop and deliver compelling presentation content.
- Define marketing and business development opportunities, craft messaging, and create a deliverable plan. Work with marketing resources to align go-to-market strategy across all business development efforts.

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- Develop and maintain organization standards for tracking business development activity via CRM (prospecting, follow-up, pipeline management, etc.). Assist with CRM efficiency by working with technology and key staff.
- Hold a fundamental understanding of our product. Identify product improvements and serve as the expert connection between clients and our internal analyst and support teams.
- Gather feedback. Collect ideas for LifeTrends® product development initiatives and enhancements. Actively participate in discussions that contribute to the growth of our offering.
- Work with the leadership team to brainstorm potential opportunities and technology buildouts.

Type of Position

Full-Time Exempt

Location

This position can be remote, with occasional travel to Austin, TX, for quarterly all-employee meetings and other in-person work as needed.

Experience

10+ years of related professional experience. A strong background in SaaS business development is highly preferred, ideally with experience at a technology company driving growth through new market development, strategic partnerships, or product-led expansion. Experience with a Sales Office, brokerage general agency, insurance marketing organization, or Life Insurance Company is a plus.

Education

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

Knowledge, Skills, & Abilities

Solid understanding of life insurance practices, products, standards, and concepts; familiarity with SaaS or subscription-based business models; ability to identify and develop new markets and opportunities for a technology-driven product; comfort working with data and digital tools to inform decisions; strategic thinking and market analysis; partnership and relationship development; presentation and communication skills; negotiation and opportunity identification; creativity and business development planning; independence and self-motivation; CRM proficiency (Monday preferred).

Travel Requirement

10% to 20%, potentially more depending on self-initiated goals and objectives.

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Why Work Here?

Flexibility. We truly value a balanced approach to life. Do excellent work while you're here – enjoy your personal life when you're not at work.

Benefits. We cover 100% of your health, dental, and vision insurance. We also protect your family and loved ones with short-term and long-term disability options, as well as life insurance. We offer a 401(k) with a company match of up to 3% — regardless of your own contribution.

Perks. Paid time off for your birthday? Check. Want to leave work and not be bothered? Also check. Wear what you want to work? Pretty much a check.

Time off. We strongly encourage time away from work and offer paid time off and 2.5 weeks of additional holiday time off. We're also known to cut out early on Fridays — half days happen around here.

Charitable Matching. We care about the things you care about, one of which may be giving back to those less fortunate or who need assistance. LifeTrends matches employee charitable donations annually, and we offer paid time off to volunteer.

Limitations & 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.