

Job Title: SVP Strategic Partnering
Department: Sales
Reports to: Managing Director
Location: Field Based
Date: January 2023

1. Job Purpose

The purpose of this role is to manage the relationship with existing OEM partners, and to grow the OEM Partnering business. This will require the individual to define a successful strategy, identify opportunities with new business partners, implement strategies to grow the OEM partner business both in maintenance revenue contribution and development revenue and to create comprehensive tenders that will ensure the success of BDS in obtaining business.

In order to do this, the person must have excellent commercial knowledge of the business market and the market potential partners operate in and be able to use this knowledge to build relationships and win business for BDS product and services.

2. Principal Accountabilities

1.	<p>Customer Relationship Management</p> <ul style="list-style-type: none"> • Identify new opportunities & execute sales process with both new & existing customers, preliminary focussing on the diagnostic companies. • Develop a network of contacts within the target business and ensures the Customer Relationship Management solution (CRM) is up to date. • Create and deliver customised business presentations to the targeted audience. • Clearly communicates the BDS vision and value to all existing and potential partners • Manage all aspects of the sales funnel, reporting to Senior Leadership Team (SLT) on routine basis. • Lead and manage partner contracting process and lifecycle. • Maintains contacts & relationships to understand market trends, and feed into strategic team. • Obtains sales forecasts from customers and shares information regularly with SLT.
2.	<p>OEM Partner Tender Process</p> <ul style="list-style-type: none"> • Lead proposal response. • Identify product pricing model based on value, market segment and requirements. • Manage and deliver customer presentations, proposals & quotes.
3.	<p>Supports Strategic Direction</p> <ul style="list-style-type: none"> • Clearly communicate the BDS Vision to OEM Partners, as well as team members. • Understand and develop BDS product knowledge (current and future). • Support End User Business through sharing of knowledge of competitors & potential leads. • Support initiative planning for Research and Development (R&D) team. • Grow BDS revenue through acquisition of new partners and through the definition and implementation of strategy to move to higher recurring revenue with OEM partners.

4.	<p>Champion New Business Development</p> <ul style="list-style-type: none"> • Collect and evaluate new business ideas, supporting the team in identifying initiative ideas. • Translate the best ideas into business cases through the established BDS initiative cycle and provide evidence to the management board.
5.	<p>Market Management</p> <ul style="list-style-type: none"> • Attend conferences / industry events, representing the BDS brand, and identifying new business opportunities. • Acquires and uses knowledge of competition to identify strategy win business opportunities. • Performs competitor analysis in both product and service domains, sharing knowledge with SLT.

3. Dimensions

Finance	<ul style="list-style-type: none"> • Revenue forecasting for product & services. • Assures customer compliance with contracted payment terms.
People	<ul style="list-style-type: none"> • Stakeholder Management of Tender Process with OEM Partners. • Support Operation Team Leads in recruitment.
Travel	<ul style="list-style-type: none"> • Ability to travel for at least 70% travel required.

4. Knowledge & Experience

Knowledge & Skills	<ul style="list-style-type: none"> • Knowledge of & exposure to relevant markets. Screening, blood bank and molecular market preferred. • Ability to build Relationship with individuals within key OEM partner businesses, and potential OEM partner building. • Excellent communication and interpersonal skills. • Strong listening skills. • Experience of remote working. • Thorough understanding of business processes and strategy development. • Ability to review and analyse financial information.
Experience Profile:	<ul style="list-style-type: none"> • 5+ years in senior sales role. • Experience in presenting to technical audience. • Experience in creating proposals. • Experience in contracting.
Behavioural Competencies:	<ul style="list-style-type: none"> • Highly self-motivated individual with excellent entrepreneurial skills, who thrives on building relationships, customer satisfaction and value for customer & business and is able to manage, maintain, and grow customer relationships. • Ability to define and execute ambitious goals. • Strong leadership skills, drive and determination. • Market orientated. • Quality and Value Orientated. • Executive presence. • Result orientated.