



## Business Development Expert

### In General:

- Continuously focusing on new business and/or renewal business development opportunities
- Discovering and improving internal processes to benefit the customer
- Executing strategies and coordinating business stakeholders to provide a top notch customer experience
- Advocating for improvements to quickly resolve issues and needs
- Leading or helping to lead various high-impact business development strategy

### In Terms of My Business:

- Benefit from market & trend research, benchmarks, sales and product performance reports, in order to formulate strategies on sales, product, services, channels (apart from digital) and potential improvement areas
- Responsible for supervising implementation of marketing strategies across traditional channels, align with related parties (e.g. TGB, agency, etc.), act as channel PoC apart from digital
- Looking for new business development opportunities within the company and external parties
- Responsible for implementing these new business development opportunities
- Developing business development activity feasibilities, quotes and proposals
- Following customer behavior and insurance trends to catch potential business opportunities
- Developing new business, retention sales goals and ensuring they are met
- Analyzing current and past financial data, such as sales reports, and provide strategies to cut costs and increase revenue
- In collaboration with Customer Journey Expert performing market and / or customer research to identify new opportunities and engage with executives to establish strategies for pursuing those new opportunities
- Partnering with Squad Members to increase acquisition, renew customers, limit churn, increase up-sell and cross-sell
- Contributing directly and indirectly to My Business Domain revenue growth via partner revenue

share programs, channel sales and direct sales

- Becoming a subject matter expert on domain's products, processes and operations, and remain up-to-date on industry news including regulatory changes
- Helping in other ways as needed to boost business

**Qualifications:**

- Bachelor's degree from reputable university concentrated on Marketing is a plus
- 5+ years of professional experience, including functional experience related to business development such as sales and marketing
- Passionate about digital marketing, e-commerce and/or technology
- Fluent in English
- Strong innovation and problem-solving
- Result driven person
- Excellent oral and written communication skills
- Strong problem solving and project management skills
- Startup experience is preferred
- Excellent work ethic, including strong self-motivation
- Strong belief in overall customer and partner success
- Highly collaborative and have high standards
- Used to agile methodology
- An emphatic person having customer first mindset

