

## **Business Development Manager (US Markets)**

**Location: Liv-ex London office** (or remote-based in US) with frequent travel across the US

Salary dependent with experience plus bonus and benefits | Industry leading company with a high-performance culture

**Exciting opportunity for a commercially minded, ambitious and energetic business development manager to use their skills to grow the Liv-ex customer base across the US.**

Liv-ex is the global marketplace for the wine trade, with over 600 members worldwide. We offer B2B services that span trading, data, logistics and technology to a diverse group of wine businesses – from ambitious start-ups to established merchants.

Our goal is to make fine wine trading more transparent, efficient and safe for the benefit of our members and the market as a whole. We are hard-working, committed yet informal, energetic and action oriented.

Founded in 2000, Liv-ex has grown to serve a growing number of merchant members with a broadening range of services. We help clients and other stakeholders to better understand the fine wine market and identify opportunities to profit.

### **The Role**

The US Business Development Manager (BDM) will operate in a predominantly standalone role, reporting to our Territory Manager based in the UK. The BDM is responsible for taking ownership of leads generated by the marketing team, as well as generating their own opportunities in order to deliver business growth and expand overall membership for the territory. You will be expected to travel across the US, visiting prospective clients and building strong commercial partnerships with our customers.

### **Role Responsibilities**

- Use a variety of methods to research and identify new business prospects
- Follow up on new business opportunities provided by marketing or territory team, establishing the prospect needs and developing appropriate solutions to meet those needs
- Create and manage a pipeline with appropriate forecasting in order to achieve agreed sales targets and KPIs
- Plan and prepare pitch and presentation meetings with prospective clients
- Lead the prospect through to the close stage before ensuring a smooth transition to an account manager
- Effectively manage customer data, in an accurate and timely manner, utilising the company CRM system (Hubspot)
- Collaborate with the territory team and across territories when required

- Regular travel to visit, and build relationships with, prospective clients across the region

### **Knowledge, Skills & Experience**

- Demonstrable experience in a business development role with an exceptional level of commercial awareness and a strong motivation for winning new business and achieving success
- Experience working in the wine industry with knowledge of the US market desirable, however a keen interest in the wine trade is a must
- Degree educated or equivalent
- Relevant experience within a B2B environment
- Proven track record of meeting and exceeding targets
- Excellent rapport building skills, with the ability to establish trust and respect quickly
- Outstanding communication skills with an ability to adapt style to suit the audience
- Excellent time and management skills to handle competing priorities
- Confident and tenacious in approach with excellent closing skills
- Self-motivated and capable of using own initiative
- Excellent negotiation skills to achieve win/win situations
- Experience using a CRM system within a previous role

Please contact Anna Cornwallis ([anna.cornwallis@strattonhr.co.uk](mailto:anna.cornwallis@strattonhr.co.uk)) at StrattonHR if you are interested in applying for this role.