

**Job Description:****Director of Business Development – Digital Solutions**

**Location:** Sylvania (Toledo, Ohio)

**Company Profile:**

Root is a strategy execution company that engages people as the catalyst and driver for change. The company connects people with complex strategies using creative and visual methods, transformative insights, and consulting know-how on strategy execution. With more than 20 years of capabilities developed from partnering with the world's largest businesses, Root has created a proven framework that consistently achieves clarity, ownership, and results. Based in Sylvania, Ohio, Root has been recognized as a Great Place to Work for seven consecutive years. Visit [www.rootlearning.com](http://www.rootlearning.com) for more information.

**Position Description:**

The Director of Business Development for Digital Solutions is responsible for providing strategic leadership and direction in growing Root's highly innovative digital solutions segment through acquisition of new target accounts and current clients. The Director of Business Development will identify strategic growth opportunities in the marketplace, provide direction and insight on key macro-trends in the new media sector, and champion new digital solutions services. The Director of Business Development will develop strong relationships internally while increasing Root's overall client base. New account prospecting and account acquisition will be achieved through a consultative selling approach that provides customers with highly effective and innovative digital strategies and solutions. In addition, this position will work closely with Root's strategic account champions to solicit referrals and create demand for integrated solutions that exercise Root's capabilities and services from a holistic perspective.

**Responsibilities:**

- Engage in the consultative sale of digital solutions that contribute to the growth and profitability of the business
- Develop, deliver, and direct a 3-year strategic vision for digital solutions, products, and services
- Perform detailed evaluation of client business environment including customer needs, capabilities/assets, and competitive realities to identify unique business opportunities
- Lead the design and implementation of insight-driven digital strategies from opportunity identification through to experience implementation, including project work, managing data, setting objectives, project profitability, and timeline execution
- Drive new customer acquisition and revenue through a defined target prospect list of Fortune 1000 organizations
- Create relationships through networking, referrals, and proactive business development with target buyers
- Create and deliver presentations to key stakeholders, influencers, and buyers to position Root's value proposition
- Partner with creative, technology, and account management to ensure successful project handoff and work is appropriately positioned for long-term success
- Become a trusted advisor for our clients on value-added solutions, consulting offerings, and additional products and services

- Participate in sales and marketing related efforts including webinars, in-person presentations, speaking engagements, trade shows, and conferences
- Conduct primary market and customer research, and perform in-depth customer reviews to understand their business challenges, system requirements, and benefits achieved from utilizing Root's digital solutions
- Scope and prepare SOWs independently, demonstrating an understanding of client needs and how Root's capabilities can uniquely address those needs
- Develop and engage 3<sup>rd</sup>-party strategic partners to ensure Root's internal capabilities are bolstered and enhanced to better manage and deliver workflows, innovate on new solutions for our clients, and maintain thought leadership and expertise with regard to new technologies in the dynamically changing new media market

**Qualifications:**

- 7-10 years experience in consultative, solution selling experience or other intangible services, preferably in the learning solutions environment and across multiple industries
- Strong passion for and knowledge of technology, emerging media, social networking, and the Internet
- Collaborative team player with the confidence and integrity to earn client and internal team confidence quickly
- Proven ability to generate leads and convert them into long-term partners
- Self starter, true sales "hunter", and extremely proactive with a strong work ethic
- Strategic and creative thinker
- Exceptional at networking, securing referrals, and initiating and building relationships
- Ability to scale within and outside client organizations
- Ability to thrive in a fluid and entrepreneurial environment
- Specific interactive strategy experience a plus
- Willing to travel 75%
- MBA and management consulting experience a plus