

# **Talia Beatty**

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## **EXPERIENCE**

### **SENIOR BUSINESS DEVELOPMENT CONSULTANT**

**San Francisco, CA**

08/2016 – present

- Logging opportunities in pipeline tool and reporting specific lead activities
- Maintaining ongoing customer relationships to insure customer satisfaction and future opportunities
- Working with a team to develop a comprehensive proposal that includes technical solutions, financial solutions, and overall cost savings
- Consulting with customers to develop product awareness, adoption, and subsequent transactional revenue
- Developing and implementing market growth strategies that define value for geographical and market aligned clients
- Establishing target list and short range strategies to attain key business plan objectives of new and conversion sales
- Providing quotes and negotiating price options and explaining contractual obligations to potential customers

### **NEW BUSINESS DEVELOPMENT CONSULTANT**

**Houston, TX**

08/2013 – 02/2016

- Provides feedback on marketing campaigns based on information gathered, to help shape campaigns
- Provide product and solution information to prospective and current customers
- Develop and maintain solid knowledge of SimCorp, product offerings and solution features/benefits
- Develop and maintain solid knowledge of SimCorp, our product offerings, and solution features/benefits
- Provide product and solution information to prospective and current customers,
- Works closely with Sales and Marketing staff to ensure that a consistent message is communicated to our customers and/or business partners
- Manages target recruitment for SimCorp marketing events and other campaigns to nurture prospect and client interest

### **BUSINESS DEVELOPMENT CONSULTANT**

**Detroit, MI**

09/2007 – 04/2013

- Develop strong internal relationships with our account management, product management, investment and operations teams, and senior management
- Engage in new business development and funnel management activities with focus on M2M vertical market developments
- Establish and maintain 'watch list' for future development, with early relationship established
- Lead ANZ Business Develop Management Team meetings and strategy development
- Develop and manage relationships with Financial Networks, Regional Issuers and Digital Wallet Partners
- Create event registration pages in Certain, the Event Management System, and manage event communications plans
- Work closely with Sales Engineers to provide the right solution to the customer

## **EDUCATION**

### **PEPPERDINE UNIVERSITY**

**Bachelor's Degree in Business**

## **SKILLS**

- In-depth understanding of the financial industry, specifically Retail Brokerage
- Strong ability to communicate complex ideas to the lay person
- Excellent written, verbal, and presentation skills
- Strong ability to speak in a public setting to large audiences
- Solid, persuasive and genuine communication, facilitation and relationship building skills
- Excellent ability to establish and work to priorities while managing multiple work streams
- Very high attention to detail
- Strong grasp of the professional/relationship sales process
- Proven project and business management skills
- Proven leadership abilities