

# Lead Senior Business Development Manager

## ROBERT SMITH

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### Objective

Advanced business development professional with experience in the enterprise software industry and digital marketing space. Skilled in collaborating with all members of the organization to achieve business.

### Skills

Communication Skills, Technical Skills.

### Work Experience

#### Lead Senior Business Development Manager

**ABC Corporation** - 2007 - 2013

- Established market plans to effectively place a company brand within the target market.
- Added additional value to existing marketing material through the use of creative ads.
- Aided in driving process improvements; introducing concepts. Added over 100 accounts to the existing client base during tenure.
- Utilized lead generation tools to boost sales potential (Hoovers, SF, Leadformix, etc.).
- Developed and implemented brand-building events, expanded product portfolio.
- Worked with an account executive to access new accounts, identify prospects, and coordinate sales demonstrations.
- Tracked RFPs and bids to develop new potential opportunities for business growth.

#### Senior Business Development Manager

**Mercedes Benz Research & Development North America, INC** - 2004 - 2007

- Key Accomplishments Led a number of successful business innovation and development projects - throughout the entire project lifecycle - for Southern California suburban mobility and transit technology integration pilots.
- Overhauled current product launches which led to enhanced user experiences and streamlined static route deficiencies.
- Significantly developed total utilization rate of transit resources by 57% due to increased critical mass participation, driver activity and waypoint stops with unused vehicles.
- Secured a 43% increase in Pilot participation as a result of consistent community outreach and the creation of a beta group to support the workplace promotion of transit programs.
- Highlighted and revamped poor marketing campaigns, effectively developed targeted initiatives with reviewable qualitative and quantitative data.
- Responsibilities Conceptualize and drive initiatives including Intelligent Customization, Mobility Services, Health and Well-being Outcome Studies, On-Demand Transit Services and Logistics.
- Balance a tenacious approach with outstanding service to secure new business; expertly evaluate and approve developments in sales and marketing campaigns for optimal business success..

## Education

International Business Administration - (Keller Graduate School)