

ROBERT SMITH

Senior Business Development Manager/Analyst

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Over 19 years of experience in business development, lead generation and marketing. Solid experience within management, recruiting, sales, lead generation campaigns, marketing.

JANUARY 2014 - MARCH 2015

SENIOR BUSINESS DEVELOPMENT MANAGER/ANALYST - ABC CORPORATION

- Create new client partnerships in the Texas market and throughout the U.S.
- Consistently meet and exceed sales quotas. Foster long-term client relationships and generate new opportunities for growth.
- Act as the liaison between the client and recruiter for all candidate submittals and vetting of the recruitment process.
- Ensure consistency and seamlessness of account management via the recruiting team.
- Serve as the company subject matter expert on client accounts.
- Work with such organizations as Austin Technology Council, Tech Breakfast, Capital Factory and to promote business and company branding.
- Maintain social media presence for continuous branding and name recognition.

2010 - 2014

SENIOR BUSINESS DEVELOPMENT MANAGER - ABC CORPORATION

- TIBCO Loyalty Lab, Inc.
- Led partner strategy, implementation and relationship management for TIBCO Loyalty Lab, a growing supplier of hosted multi-channel loyalty systems.
- TIBCO Loyalty Labs suite of powerful SaaS (software-as-a-service) solutions allows clients to create and manage loyalty and relationship marketing programs.
- Drove strategic relationships with technology partners.
- Example partners included providers of e-commerce, proximity beacons, social login, and email services (ESP).
- Led TIBCO, Loyalty Lab and partners in creation and execution of agreed business development plans, which included training, pipeline generation activities, and development of joint offerings.
- Created partner go-to-market plans; partnering with Sales, Marketing, and Customer Success..



EDUCATION

Master in Business Administration in Marketing - (Columbia Southern University - Orange Beach, AL)

SKILLS

Proficient in MS Project, Visio, Various CRM Systems.