

Robert Smith

Director Of New Business Development

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SUMMARY

Director of Business Development assists the Director and Associate Director in the daily administration and management of the department and insures compliance with university, state and federal policies and procedures associated with intellectual property (IP) and technology transfer.

SKILLS

Communication, Marketing, Business Development, Microsoft Office.

WORK EXPERIENCE

Director Of New Business Development

ABC Corporation - 2001 - 2004

- Identified advertising opportunities, sponsorships and partnerships to extend brand image and promote new client relationships.
- Managed activities and resources of the marketing staff.
- Increased new business by 17% through personal sales and maintained an 88% renewal rate.
- Established new C-level client vertical from the Pharmaceutical, Biotech, Medical Device, and Insurance Industries.
- Established book of business including Acute and Sub Acute Nursing facilities, Home Infusion providers, Home Healthcare Agencies, Assisted Living facilities, etc.
- Evaluated opportunities for market development, strategic alliances, trade organizations.
- Partnered with sales representatives to develop and direct strategic and tactical development of collateral materials such as proposals, presentations, business plans, fact sheets, and brochures.

Director Of New Business Development

Delta Corporation - 2011 - 2013

- Responsible for developing business relationships in both retail and consumer packaged goods companies Oversee brand development for new coupon .
- Oversee all new private label and retail business endeavours.
- Spearheaded the new Snackergy product line.
- Negotiate displays and placements of Snackergy in retail locations.
- Negotiated and established In House Mortgage Originators in 25 real estate offices in conjunction with management of 63 loan originators producing \$.
- Provided best in class networking, security, storage, software, managed IT services, and wireless solutions for small to large clients, public and .
- Consistently met or exceeded sales goals and forecasts while developing a sales and marketing program for a technically oriented firm.

EDUCATION

BA in Marketing and Public Relations - (Rowan University - Glassboro, NJ)