**Job Title:** Chief Business Development Officer (CBDO)

Company and Group Overview:  
 Our Company iskey company within the 4ways Group, operates a light-asset business model in the Philippines. The group’s core businesses span corporate consultancy and agency services, including visa, tax, and legal assistance; an independent garlic sauce e-commerce brand; and AI application development. Driven by agility, innovation, and results-focused growth, the group emphasizes retail expansion, strategic partnerships, and multi-sector business development.

**Position Summary:** As Chief Business Development Officer, you will be the visionary executive responsible for defining and driving the company’s growth strategy across all sectors. Reporting directly to the CEO and founders, you will lead market expansion, secure high-value partnerships, and oversee business development and sales leadership functions. This role demands entrepreneurial leadership, strategic foresight, and hands-on execution to scale the company’s footprint and revenue sustainably.

**Key Responsibilities:**

* Develop and implement comprehensive business development and market growth strategies.
* Identify, negotiate, and secure strategic partnerships with malls, retail chains, commercial venues, and emerging sales channels such as pop-up stores, kiosks, and affiliate platforms.
* Build, mentor, and lead a high-performing business development and sales leadership team.
* Establish scalable frameworks for partnership evaluation, contract governance, and performance tracking aligned with company objectives.
* Collaborate with the executive team on strategic planning, investment decisions, and resource allocation.
* Drive innovation in business models and sales channels to maintain a competitive edge.
* Oversee budgeting, financial forecasting, and cost management within business development functions.
* Represent the company externally at industry events, investor meetings, and key stakeholder forums to enhance brand presence.

**Vision for the Applicant:** We seek a mature, entrepreneurial leader, ideally aged between 36 and 50, who brings a founder’s mindset with strategic foresight and operational rigor. The ideal candidate naturally balances hands-on execution with visionary leadership, thrives in fast-moving environments, and embraces full ownership of growth targets. This role is suited for someone eager to shape the company’s future, lead by influence, and drive meaningful impact at the highest organizational level.

**Compensation Package:** The total fixed monthly compensation for this role is PHP 75,000, composed as follows:

* Basic Monthly Salary: PHP 20,000 (adjusted according to qualifications and experience)
* Performance Bonus: Up to PHP 50,000 per month. The bonus is initially set at the maximum amount and may be reduced proportionally based on performance evaluations. With perfect performance, the full bonus is awarded.
* Fixed Monthly Allowance: PHP 5,000
* Government-Mandated Contributions: Full coverage of required government contributions including SSS, PhilHealth, and Pag-IBIG as mandated by Philippine law.
* Annual Profit Sharing: 20% of the company’s net profit beyond an annually defined baseline will be distributed among leadership team members. Profit sharing is suspended in fiscal years when profits do not exceed the baseline.

**Work Location and Position Nature:**

* Primarily on-site at Westgrove Place, Malate, Manila
* Task-Based, High-Accountability Role with Flexible Hours

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### **第一个问题：蒜蓉酱品牌建设的战略设计与核心理解**

请基于我们当前的蒜蓉酱品牌项目，设计未来12个月的品牌建设和内容推广战略。  
 你可Based on随时提问，任何你觉得需要补充的背景或资料，我会为你提供。  
 请在回答中尽量系统性阐述品牌定位、内容策略、影响力合作、视觉识别、执行计划和资源协调等方面。  
 要求回答Have experience with清晰的结构（包含标题和论点），展现你的战略思考路径和统筹能力。

**在开始设计之前，请先简要说明你认为“Chief Branding Officer”这个职位或者“品牌建设”最核心需要关注的重点是什么？你如何理解品牌的意义？**

**面试官观察重点：**

* 应试者对品牌建设本质和核心价值的理解深度
* 是否能提出多维度且切中要害的关注点
* 战略设计是否全面、符合实际项目需求
* 是否主动提出合理问题，展现沟通和洞察能力
* 结构清晰、逻辑连贯，表达能力强

**隐式回答提示（口头告知）：**

请结合蒜蓉酱项目背景，全面阐述你的思考过程和操作细节，如需补充信息请随时提问，体现你识别重点、设计策略及推进执行的能力，说明资源协调和团队带领思路。

### **问题2：做事方式考察**

请分享一次你在实际工作中遇到复杂项目推进难题的经历。  
 描述你具体采取了哪些行动，如何分解任务、管理进度、调动团队资源, Based on及如何应对突发情况。  
 重点体现你的执行风格和解决问题的方式。

**面试官观察点：**

* 候选人是否Have experience with清晰的执行步骤和方法论
* 团队协作与沟通方式
* 应对变化和问题的灵活性
* 是否注重细节与结果导向

**隐式回答提示（同样口头提示）：**

请结合具体情境，全面说明你的操作细节和处理思路，体现你对复杂任务的拆解和推进方法，遇到困难如何调整和应对。