



Business Development Manager

In larger firms, this may be a member of firm management, often at the associate level. In smaller firms, these duties may be performed by a Principal.

Responsibilities:

- Seek business opportunities for firm; could be market specific depending on firm size
- May make commitments for firm with direction from superiors
- Spend majority of time outside the firm making contacts
- Track BD opportunities via CRM
- Research and gather information on potential clients and projects
- Schedule meetings with new/existing clients to discover project information
- Develop and maintain strong business network
- Participate in client organizations
- Work with technical staff to develop proposals and scopes of work and estimate fees
- Actively involved in professional and community organizations, including SMPS

Skill Set:

- Comprehensive knowledge of firm's practice, clientele, goals, policies, and procedures
- Basic understanding of A/E/C industry terminology and delivery methods
- Excellent organizational skills
- Persistent
- Follow through in a consistent manner

Education/Certification Requirements:

- Bachelor's degree with 4 to 7 years of experience recommended
- Without a degree, 6 to 10 years of relevant A/E/C experience required
- Recommended: CPSM certification (or pursuit of certification)

Career Path Options: Business Development Director, Principal

Business Development Director

In larger firms, this will be a member of firm management; typically holds at least an associate-level position and is often a Vice President or Principal. In smaller firms, these duties will be performed by a Principal.

Responsibilities:

- Organize, plan, schedule, and manage the firm's sales efforts
- Determine sales objectives to meet firmwide goals
- Manage client satisfaction program
- Influence other aspects of firm direction and operations, such as production, finance, administration, and human resources
- Represent the firm at the highest level to clients, peer organizations, and business associates
- Make commitments on behalf of the firm
- Work with technical staff to develop proposals and scopes of work and estimate fees
- Direct training of marketing staff and technical staff on BD-related issues
- Maintain a high profile in professional and community organizations, including SMPS

Skill Set:

- Thorough understanding of A/E/C industry terminology and procedures
- Professional demeanor that enables the person to interact with the highest levels both inside and outside the firm
- Excellent leadership/managerial and mentoring/teaching skills
- Basic business management skills
- By example, sets a standard of professional competence
- Good organizational skills
- Able to work without close supervision and in a team environment
- Persistent
- Follow through in a consistent manner

Education/Certification Requirements:

- Bachelor's degree and 5 to 8 years of experience recommended
- Without a degree, 8 to 12 years of relevant A/E/C experience required
- CPSM certification required
- Recommended: Participation in the SMPS University Leadership Advancement Program

Career Path Options: Chief Marketing Officer, Principal