

Position Specification

CONFIDENTIAL



Business Development Director

Q4 2021

POSITION SPECIFICATION

POSITION TITLE:	Business Development Director
REPORTING TO:	Peter Barry, <i>Chief Sales and Marketing Officer (CSMO)</i>
LOCATION:	Remote or Office
THE COMPANY:	Raptor Scientific (www.raptor-scientific.com)

Increasing air, land, sea, and space threats will require ~\$700 billion in 2020 of defense spending in the United States, with major drivers including military aircraft and supporting sensor and weapons systems. Research and Development Test & Evaluation (RDT&E) funding is expected to reach \$82 billion by 2022. Key growth drivers of the A&D testing and measurement market include the development of hypersonic/precision weapons systems, missile defense, advanced stealth technologies, unmanned aerial vehicles (UAVs), and increased global satellite and space development by both commercial organizations and the military, among others.

Raptor Scientifics current product lines consist of Radar Cross Section, Air Data Test & Calibration Sets, Mass Property Instruments and Igniter Circuit Testers. These products are in direct support of our extensive prime customers and government agency customers for now and the future. Raptor Scientific is now seeking an entrepreneurial, hands-on Business Development Professional to be a major part of the Raptor Scientific business and be integral in executing a national & international “Go-To-Market” strategy.

SCOPE & RESPONSIBILITIES:

The Business Development Director will partner with the CSMO, and Senior Executive Team to accelerate the execution of the company’s value creation strategy including:

- Responsibilities will be to develop business for the Radar Cross Section, Air Data, Mass Properties, Igniter Circuit Test and additional product lines to be added at later dates.
- As Business Development Director (BDD), the individual will play a crucial role in the success of the organization. The BDD will strategically identify and execute business development and sales in new markets, customers and products. The BDD will also help to generate marketing material, sales leads, negotiate client pricing, and forecast sales revenue, all to support the organization in maximizing profits.
- Set goals and develop plans for business and revenue growth
- Research, plan, and implement new target market initiatives
- Research prospective accounts in target markets
- Pursue leads and move them through the sales cycle
- Develop quotes and proposals for prospective clients
- Develop strategies to meet financial goals

Business Development Director

- Attend conferences and industry events
- Act as the company representative for designated industry & government associations

The candidate should be a high-energy, passionate, accomplished executive with a “can-do” management style well suited to serve the needs of a fast-paced national business environment with multiple locations. The new BDD will join a growing management team excited about the future growth prospects of the Company.

Specific Duties and Responsibilities:

- Create and execute the sales & marketing department strategies to meet all requirements while achieving Raptor’s revenue and profit goals
- Tightly integrate the customer experience with the sales team
- Identify strategic business opportunities and produce forecasts to help manage the business
- Participate in the development of quotas, budgets, short-term and long-range goals in support of business objectives
- Develop long term business plans along with CSMO, CEO and other leaders as designated
- Manage sales funnel from lead opportunity to closing and customer follow up
- Maintain current knowledge of the aerospace/defense markets
- Cultivate strong relationships with technical and sourcing personnel
- Craft and close strategic deals, which involve the comprehension of financial models and the ability to negotiate terms & conditions
- Manage and deliver on key metrics, including specific bookings, pricing, and customer targets
- Collaborate with Senior Management on the development of significant proposals which include financial and technical elements
- Monitor company performance and communicate customer feedback to Executive staff – work with management to improve scorecard performance when applicable
- Hunt for potential business at Defense Primes (Lockheed, Northrop Grumman, Others..)
- Play an essential role in creating and executing corporate strategy
- Participate in select Program Management activity
- Submit accurate forecasts, business plans and trip reports on time
- Willingness to represent Raptor Scientific to customers by offering solutions with all product lines
- Perform other related duties or responsibilities as requested or required, whether or not specifically mentioned in this job description.
- Must be a “US Person” as defined by US Government and able to work without restriction with ITAR related data

Business Development Director

- Security Clearance is a plus but maybe required to obtain in the role
- Must be able to read, write, understand, and speak English at a functional level
- Various other duties as assigned by CSMO
- Participate in training as required
- Willingness to travel 50% of time

CANDIDATE EXPERIENCE AND QUALIFICATIONS:

The successful BDD should bring a special combination of skills. These include:

- Ability to “hit the ground running”. Must have contacts in the Aerospace and Defense Industries that will lead to quick results
- Prior Business Development experience working in a manufacturing company with an understanding of Test and Measurement
- Experience working in an aerospace & defense company required, with an understanding of Radar Cross Section, Air Data and Mass Properties a plus.
- Experience working on direct military government contracts and understanding or having relationships to work “The Hill” or Pentagon a plus.
- Superb analytical skills
- Outstanding communication and interpersonal skills
- Entrepreneurial spirit and flexibility in approach to accomplish the mission
- Passionate customer advocacy
- Thorough knowledge of marketing principles, dynamics, brand, product and service management in the aerospace, defense and direct military government contracting markets
- Systems: The BDD is technology savvy and can lead implementations, ensure consistent use and a project manager
- KPIs: He/she will take the time to quickly learn the key metrics and help people understand how to improve
- Strategy: A BDD with experience in developing and executing company strategic plans
- Servant leader with a “can do” attitude
- Ability to operate in a corporate culture focused on customer success, transparency, accountability, authenticity, and operational excellence
- The BDD has excellent command of the business and the underlying numbers. He/she is confident in a board room, with customers, and investor settings and is able to anticipate questions/get the gist of it quickly. He/she is similarly not afraid to say they don’t have the answer but will follow up promptly when appropriate

Business Development Director

- Demonstrated ability to implement and ensure consistent use of a CRM system and leverage the system once implemented to drive customer interaction.

KEY PERFORMANCE GOALS:

- Work closely with the CSMO and senior management team to meet or exceed annual group Revenue and EBITDA objectives
- Develop and report key sales & marketing metrics including targets, tracking, and variance measurement in support of sales targets
- Assist in delivery of proposals and presentations where necessary to close strategic deals
- Be on top of the business by consistently make joint calls and satisfy requirements through Raptor's counterparts (internal and external)
- Consistently improve sales & marketing strategies, processes and tactics
- Review and maintain corporate contracts with customers, and employees
- Integrate technology into business processes to drive operational efficiency with Raptor Scientific's manufacturing and corporate staff as well as improve the overall customer experience

EDUCATION:

- A Bachelor's degree is required, preferably in business, engineering, physics, mathematics, or other related subject matter. An MBA is preferred but is not a requirement.

COMPENSATION:

- An attractive compensation package based upon background and experience. Package includes base salary, incentive bonus, 401K and traditional benefits.

Business Development Director

CONTACT INFORMATION:

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