



Director of Business Development

Position Description

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Organization Description: Based in Danville, Virginia, IALR is one of Southern Virginia's strongest economic partners. To stimulate economic growth, the Institute has built a highly professional research and development organization with the emphasis in research centering around plant biology and engineering. Most importantly, the Institute is spinning off commercial, for-profit companies that embrace technologies developed at the Institute, and uses these technologies to attract companies and research partners to the region. The national and international exposure that IALR's research provides to Southern Virginia contributes importantly to the economic development process.

Job Summary Description: Reporting to the Executive Director, the Director of Business Development is responsible for developing and executing a comprehensive strategy to identify new markets for potential development opportunities in Southern Virginia, with an emphasis in Sustainable Energy initiatives (75%), and to serve as the catalyst in developing an alliance between IALR's research and strategic partners in key industries within the region. Work involves identifying new business opportunities and providing market expertise to help develop new markets and new business partners with IALR's research technology. The position will serve to motivate others and provide leadership to accomplish team goals without having direct authority over team members. Risk-taking and the willingness to lead the organization into new, unfamiliar markets are critical.

Duties & Responsibilities:

- **Business Strategy Development** – Define, test, refine and implement strategic plans to successfully achieve commercialization opportunities for IALR's developing technology, and contribute to the economic development of Southern Virginia. These activities include primary research, industry, market and competitive analysis, and customer needs assessment. The Director will define the technology roadmap in terms of short, mid and long-term goals.

- **Alliance Development** – Identify, build, and manage on-going positive and beneficial relationships with strategic partners in key industries. Deliver compelling calls and presentations to targeted industries to introduce the Institute's research capabilities, and work in conjunction with the Region's Economic Development Offices. This position must initiate and complete proposals, presentations, terms and conditions, negotiations and execution for the acquisition of licensing opportunities and technologies, research collaborations, strategic alliances, JV's, distribution agreements, mergers/acquisitions/divestitures, IP rights licensing, etc.

- **Product Portfolio Management** –The Director will be expected to provide marketing expertise for the day-to-day management of technology in the development pipeline. These activities include opportunity assessment, market evaluation, market research, financial evaluation, and other marketing needs required throughout the technology evaluation process. This position will define the

technology roadmap in terms of short, mid and long term, incorporating customer needs, and input/feedback from both internal and external groups.

- **New Business Development** – The Director will identify and evaluate specific business opportunities and work with Senior Administrative and Research management to identify and evaluate new markets for existing technology, new technology, and development and marketing partnership opportunities.

- **Marketing Strategy Development** – As new technology emerges, the Director will coordinate with the development team to create effective marketing strategies to win in the marketplace, including market segmentation, value proposition development, technology positioning, pricing strategy, branding strategy, channel strategy, and communications strategy development.

- **IALR's Mission and Standards** – Understanding the significance and role of the Institute, and supporting IALR's mission, vision, value statements, standards, policies and procedures internally and throughout the marketing area is critical.

Education and Experience:

- The successful candidate will have an advanced technical degree: science or engineering, with a MBA or commensurate business work experience.
- A minimum of 7 years post-MBA/commensurate business experience; 10+ years preferred.
- Substantial and broad experience in Business Development, Economic Development, and/or Product Development
- Highly developed organizational and planning skills, time management skills, and written/oral communication skills.
- Strong analytical and presentation skills (experience building, evaluating and clearly presenting complex business models is critical) and the ability to communicate and work effectively with others.
- Experience with building strategic marketing programs/concepts, and selling the strategic program to senior executives within technology-based companies.
- Significant management experience and strategy development/deployment with a corporation or strategy consulting firm is a plus.
- Experience in developing new markets and new businesses is extremely valuable.
- Technology licensing experience preferred

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