

Job ID: DK81110A
Title: Marketing Manager, New Business
Education: Bachelor's -Marketing/General Business. MBA preferred
Location: Grand Rapids, MI area
Type of Position: Direct Hire
Salary Range: D. O. E.
Relocation Offered: Yes - very good relocation policy
Type of company/products: Consumer Products
Travel: Very limited

We are conducting a search for one of our clients, a world class global market leader who has an immediate need for a Marketing Manager, New Business Development. Their explosive growth has rocketed them to become the leader in their space. This is a great opportunity for someone who has an entrepreneurial spirit, is innovative and enjoys both marketing and finance.

POSITION SUMMARY:

This position supports the New Business Development group. New Business Development is the center marketing force for identifying, analyzing, incubating and commercializing innovative business opportunities that support the near-term, mid and long term goals and objectives. The group will accomplish this through identifying growth opportunities (adjacent markets, new products / services / offerings, strategic partnerships, etc.), determining strategic fit, financial attractiveness, and commercializing approved new business opportunities to achieve corporate revenue and profit growth.

RESPONSIBILITIES:

Primary:

- a. **Explore new business opportunities.** This includes exploration and evaluation of specific growth opportunities in terms of market opportunity, trends (both market and consumer) strategic/brand fit, and financial attractiveness.
- b. **Build the business case.** Once areas of interests are found, this position will begin to own the process of building the business case, which includes a more detailed look at financial opportunity, cost or barrier to entry analyses, understanding competitive landscape, financial modeling and consumer appeal.

Secondary:

- a. **Commercialize key initiatives.** If the business case is approved by senior management, and the concept will be incubated within NBD, this individual will co-manage with the New Business Development Director the implementation process from business concept development to commercialization.
 - i. **Manage cross functional teams.** With identified NBD commercialization projects, this individual will be empowered to direct the efforts of multiple departments and disciplines and make decisions throughout the various development stages of product development in a timely and cost effective manner. Full participation in the Global Product Development Process (if product development needs fit within current structure). Work closely with Strategic Sourcing Department to identify manufacturing and/or sourcing needs.
 - ii. **Manage project details.** Co-develop New Business Development Director market entry, positioning, packaging, and communication strategies (includes all marketing and promotional activities). This will involved the coordination of market research, either internally or through outside vendors.

EXPERIENCE REQUIRED:

- Bachelors Degree in Marketing, Finance or General Business. MBA preferred.
- 5+ years of relevant experience and demonstrated success in exploring, and developing new businesses opportunities and strategies.

- Previous experience in business case analysis, scenario planning, and business modeling required.
- Strong analytical skills - will need to be comfortable in ambiguity and in making assumptions and working without a lot of data and facts.
- Strong decision making skills with ability to make decisions in a timely manner, sometimes with incomplete information, under tight deadlines and pressure.
- Entrepreneurial, hands-on, get it done attitude.
- Highly self-motivated, pro-active, and self-sufficient.
- Creative thinker.
- Able to push the envelope as far as "what it could be" when it comes to new ideas, developing business structures and models, and problem solving.
- Excellent communication and interpersonal skills, with ability to influence and motivate others without formal authority.

KEY WORDS: consumer products, cpg, marketing, business development, sales, business modeling, MI, cross functional team, product development, new product development

If you meet these requirements and wish to be considered for this position, send your résumé to us using Word 97 -2003 at Resumes@PinnaclePlacementGroup.com mentioning the **Job ID** and the **Job Title** in the subject line of your email. **In your email please provide us a short narrative detailing your experience and expertise as it applies to this position.**