

CHESAPEAKE INNOVATION CENTER

POSITION DESCRIPTION

POSITION Title: Business Development Manager

CLOSING DATE: August 16, 2010

LOCATION: Annapolis, MD

COMPENSATION: BASE, PERFORMANCE BONUS, BENEFITS = \$100K+

REPORTS TO TITLE: Executive Director/CEO

POSITION PURPOSE:

The **Business Development Director** position is critical to the success of the Chesapeake Innovation Center (CIC). This position is responsible for developing a comprehensive strategy for identifying great technology companies as CIC prospect members, and for the identification and realization of attractive growth and alliance opportunities for both CIC and its Member companies (Affiliate and Resident).

This position will work closely with the CIC Executive Director to implement and deliver the mission and vision of the CIC.

About Chesapeake Innovation Center

CIC is the nation's first business accelerator to focus the power of entrepreneurship on America's homeland and national security requirements.

- CIC connects innovative technology and business models with government agencies and corporate partners and customers
- CIC nurtures and supports promising technology businesses
- CIC offers Affiliate and Resident Member Companies a unique set of services (hands-on assistance, subject matter expertise for the homeland security markets, access to top defense contractors, and infrastructure).

POSITION DESCRIPTION:

This position will report directly to the CEO/Executive Director and will be responsible for the identification of great technology companies to be added to the CIC Portfolio, and serve as the broker to develop and close business development opportunities between CIC Member companies and the CIC Partners (government agencies & the system integration community). Specifically, this position will work with the CIC Member companies in securing government contracts, customers, partners and funding.

1. Key activities include (but are not limited to) the following:

A. Alliance Development for CIC and its members - Identify, build, and manage long-term relationships with strategic partners in the government and system integration/prime contractor markets. Work with the CIC and members to initiate and complete proposals, presentations, terms and conditions, negotiations and execution for contract opportunities, research collaborations, strategic alliances, JV's, etc.

B. Identify and evaluate new and specific business opportunities. Work with CIC member companies to identify and evaluate new markets for existing and new products, and other development and marketing partnership opportunities.

C. Marketing Strategy Development – As new members are added to the CIC Portfolio, coordinate with the CIC Executive Director and the member companies to develop sound marketing strategies to win in the marketplace. This will include market segmentation, value proposition development, product positioning, pricing strategy, branding strategy, channel strategy, and communications strategy development.

D. Advise Member companies on proposal/opportunity management to identify requirements, determine which resources are appropriate and track members' progress. This function translates the technology into application by applying the crucial resources needed

to translate member technologies into Homeland Security wins (DOD, NSA, etc.) and member company revenue.

E. Work with the CIC Executive Director and Member Company executives in fund raising activities for CIC Member companies - including messaging, investor presentations, forecasting, use of proceeds, cost of capital, and introduction to local capital sources including DBED, TEDCO, Angels and VC's, and track progress. This will include providing member companies with feedback, lessons learned and evaluating the best possible funding channels for member companies.

F. Identify SBIR opportunities, coordinate Partner sponsorships and track progress for all Members. This function will be crucial in assisting in the identification of funding opportunities and tracking the progress of those opportunities with member companies. Tracking trending of funded opportunities as well as those not funded will also be a function of this task.

G. Advise Resident Members on pipeline development and management. Monitor the member pipeline opportunities and provide insight on accelerating contracts or reducing the overall sales cycle.

H. Assist with facilitating and coordinating partner opportunities. This includes assisting member companies with understanding partner processes such as sales and subcontracting; government contracting requirements with partners and a realistic overview of the sales cycle timeline.

I. Assist Resident Members with product management. This includes using market data (government and commercial) to assist member companies with developing product sets supported by the market as well as identifying unique differentiators with which to approach the market and monitoring the progress.

J. Identify government advisory services for member companies. Assist member companies with the identification and engagement of government advisory partners who can assist with the member company execution of the go-to-market strategy. This would include making introductions and facilitating initial strategy meetings.

K. Assist in the preparations of the CIC TechBridge Program and Showcases.

L. Track CIC Member's performance and traction in the market place.

REQUIREMENTS:

- Deep knowledge of the IT and the government contracting markets
- A BS or higher degree (s) in a technical and/or business disciplines
- 5-10+ years of selling technologies to the government market experience (DoD, Intel, Security and Federal, State and Local)
- Superior strategy and financial skills
- Experience building strategic marketing and selling relationships with senior level executives
- Partnership and teaming development (including negotiation) experience
- Self-motivated with ability to work in an unstructured environment (strong operational mindset, decisive, with a "get it done" and "whatever it takes" mentality)
- Strong analytical skills (experience building, evaluating and clearly presenting complex business Models and technologies is critical)
- Strong interpersonal skills; ability to influence others without formal authority
- Excellent written and oral communications skills

Please submit letter of intent together with resume and professional references to: Angela Buehler, Executive Assistant at Chesapeake Innovation Center via abuehler@cic-tech.org or 175 Admiral Cochrane Dr., Suite 300, Annapolis, MD 21401. All letters with supportive documents should be received by August 1, 2010. **CIC is an Equal Opportunity Employer.**