

## **Director of Marketing / Sales and Business Development**

Design Net Engineering is an 12 year old technology, R&D and aerospace engineering company located in Lakewood, Colorado. We are seeking a highly qualified Director of Marketing / Sales and Business Development capable of utilizing a strong personal spacecraft systems engineering technical background to interact with customers and partner companies in formulating successful proposals in order to market the company's capabilities and thereby generate sales revenue. Our company culture supports the shared values of collaboration, accountability, customer focus, and an entrepreneurial spirit. We believe these guiding principles will lead our organization and our employees to greater success and growth. We offer competitive benefits, flexible work hours, paid holidays and paid time off in addition to a 401K program.

### **Primary Responsibilities:**

As the Director of Marketing / Sales and Business Development, you would be responsible for:

#### 1. Sales

- Identify, develop and secure purchase commitments from purchasers of DNet's services and products
- Establish positive and influential relationships with customer senior management and other key personnel who determine buy decisions for their organizations
- Account management of existing and prospective customers
- Team with the Project Managers and Principle Investigators from Bid & Proposal phase to project completion.
- Align customer and DNet expectations in order to Ensure customer satisfaction
- Own the revenue line item in the company budget (assumptions, forecast, variances)

#### 2. Marketing

- Define product and service offerings
- Perform Competitive analysis and positioning
- Define and maintain Pricing and related policies, procedures etc.
- Manage Branding and messaging (competitive advantage, differentiation, value proposition)
- Plan and coordinate trade show activity.
- Develop and maintain marketing communications (brochures, web site, advertising, press releases etc.)
- Represent DNet in industry and trade organizations
- Serve as Product Manager on proprietary offerings

#### 3. Business Development

- Manage the Proposal Process and conduct meetings for Bid/no-Bid decisions,

- Schedule and manage Debriefs
- Create and coordinate proposal teams
- Spearhead teaming agreements and strategic alliances
- Own the B&P line-item in the budget
- Participate in and lead many of the advanced studies efforts within the company

#### 4. Business Planning

- Drive the Strategic Business Planning process and meetings in coordination with the Management Team
- Develop and refine the business plan
- Prepare and manage action items from monthly Business Development meetings
- Responsible for budgeting and procurement for Strategic planning, Conferences, Proposal Labor, Process Dev, Non-Conf. Marketing travel, Marketing Labor, IR&D projects
- Support the President in corporate development initiatives (e.g., funding, M&A, joint ventures etc.

#### **Minimum Qualifications:**

- Bachelor's degree in engineering with a graduate degree strongly desired; additional formal business education or training a plus
- At least 10-15 years of experience in the aerospace industry with many of those years spent performing the responsibilities described in this job description.
- Strong written and verbal communication skills demonstrating a thorough understanding of industry considerations are a must.
- Well organized with a history of disciplined in maintenance of schedules and budgets.
- Must be independent yet also comfortable interacting with a wide variety of people at various levels.
- Ability to travel as required.

Compensation: Commensurate with Experience