

## CONDUENT

Our promise is built on innovation, expertise and the valued partnership of our people. It's how we deliver on that promise that makes us different.

## THE CONDUENT DIFFERENCE

As the world's largest business process services company, we're improving the way businesses and governments interact with their citizens, patients, customers and employees. Our mission is to modernize the constituent experience by making every interaction digital, personalized and secure.

Everything we do is in the service of the client. Everything we build grows out of their needs.

## INNOVATION THROUGH CO-CREATION

Fueled by an innovative mindset and an entrepreneurial culture, we constantly find new ways to create unique value for our clients. Every day we engage in relentless pursuit of greater solutions to improve the lives of citizens, patients and employees around the world.

Position Description:

### **Director – Business and Product Development Leader**

Reporting to the Managing Director of Knowledge Resource Center (KRC), this position develops and implements a comprehensive sales and marketing strategy for external and internal promotion of all KRC products and services with a major focus on survey sales and compliance services. Candidate will be a member of Conduent's Human Resource Service's prestigious KRC. The KRC is responsible for Conduent Consulting global multi-practice legal consulting, publications, government relations, research, surveys, training and knowledge management. Through various media -- including publications, presentations, tools, consulting projects and its website -- the KRC helps clients and consultants understand important legislative, regulatory, and judicial developments in the HR and employee benefits field.

### **Duties and Responsibilities**

#### **Sales and Marketing**

- ♣ Collaborates with Managing Director and KRC practice leaders to build a sales and marketing strategy focusing primarily on survey sales and legal compliance services.
- ♣ Develops familiarity with current KRC services and suggests opportunities for leveraging and expansion of such services.
- ♣ Defines key product characteristics and develops sales sheets for internal and external use.
- ♣ Updates standard proposal language for consistency across practices and to reflect the full range of KRC services.
- ♣ Works with HRS Marketing to promote services and new marketing strategy internally and externally across practices. Capitalize on any opportunities to promote KRC to practices at marketing meetings, cooperative proposals, informal contacts, etc.
- ♣ Builds internal relationships within firm to assure that all groups get updates as KRC marketing and services are updated.
- ♣ Works with Conduent sales teams to promote KRC services and sales strategy.
- ♣ Maintains an in-depth knowledge of related competitor offerings.

- ♣ Reviews and provides feedback on proposals incorporating new KRC services and new marketing materials. May be asked to review materials for client or finalist presentations.
- ♣ Works with Managing Director on yearly strategic plans, HRS integration projects and other ad hoc issues as necessary.
- ♣ Works with Information Management and Collaboration team, as well as marketing team, to create and maintain intranet and external website content on KRC services and intellectual capital.
- ♣ Identify opportunities to work with third parties to cosponsor, underwrite, or fund surveys.
- ♣ Identifies and/or helps develop new survey ideas, opportunities, products in partnership with the survey team and firm practices.
- ♣ Meet agreed upon financial sales goals.

### **Client Work**

- ♣ Develop concepts for bundled compliance services
- ♣ Create new survey sales opportunities

### **Knowledge, Skills and Abilities Required**

#### **Multiple location possibilities**

- ♣ Bachelor's degree in marketing, sales, business, or in a professional discipline appropriate to this role.
  - ♣ Demonstrated sales and business development skills.
  - ♣ Exceptional written and verbal communication skills.
  - ♣ Strong social, organizational and presentation skills.
  - ♣ Minimum of 8 to 10 years' experience in providing professional consulting or related work, with extensive project leadership, service/business development, or related roles in broad business services delivery.
  - ♣ Ability to work in a team environment, particularly with highly specialized subject matter experts, remote partners across the organization, and with outside strategic partners.
  - ♣ Demonstrated ability to manage a project and a project team to meet quality and time goals.
- Conduent is an Equal Opportunity Employer and considers applicants for all positions without regard to race, color, creed, religion, ancestry, national origin, age, gender identity, gender expression, sex/gender, marital status, sexual orientation, physical or mental disability, medical condition, use of a guide dog or service animal, military/veteran status, citizenship status, basis of genetic information, or any other group protected by law. People with disabilities who need a reasonable accommodation to apply for or compete for employment with Conduent may request such accommodation(s) by clicking on the following link, completing the accommodation request form, and submitting the request by using the "Submit" button at the bottom of the form. For those using Google Chrome or Mozilla Firefox please download the form first: [click here to access or download the form](#).

### **Seniority Level**

Director

### **Industry**

- Insurance

- Management Consulting
- Financial Services

**Employment Type**

Full-time

**Job Functions**

- Consulting
- Business Development
- Legal