

International Business Development Executive:

About the company:

Visual Defence Inc. is a software development and integration company in the security and defense sectors. Our innovative technologies are deployed in a range of vertical markets including government, airport, mass public transportation and commercial applications which require public safety and security solutions. Additionally, we have recently expanded into the areas of artificial intelligence and machine learning.

Visual Defence is an exciting company. We empower our people and always provide them with the support and knowledge that they require in order to excel. We are looking for a Business Development Representative to grow our product as well as create brand awareness overseas. The position will seek to manage target and customers in key markets and create profitable growth with set deadlines and strategic goals.

Key responsibilities include:

- Identify, cultivate and advance partnerships and partner channels through your own efforts, to:
- Scale, nurture, and optimize partnerships beyond launch, identifying mutually beneficial opportunities to grow the partnerships' value
- Maintain consultative business relationships with partners to gain exposure to partners' business initiatives to positively impact growth
- Understand the market landscape, including customer journeys, partner journeys, and current and future Visual Defence roadmap
- Understand best practices, including leaders in the space, problems businesses are solving for, pain points and emerging trends
- Identify new market opportunities for Visual Defence as well as high-potential, and developing partners
- Manage, build and maintain relationships with top high-value partners
- Track and resolve business issues with our partners
- Actively seek to understand Partner businesses, assist with business growth and mitigate churn
- Fulfill Business Development and Sales responsibilities, through your own efforts as well as management of/collaboration with relevant team members, to:
- Think strategically about the business and uncover new revenue sources through researching partners, identifying key players and generating interest

- Create a systematic, process-driven approach to partner outreach and relationship management
- Collaborate with senior management and other marketing teammates to align our internal goals with new and existing partner relationships
- Negotiate and finalize deals in accordance with company's contract guidelines and policies
- Forecast, measure, and report the results of various projects with partners, including co-created and/or co-branded content promotions, lead sharing, and/or event partnerships
- Ensure that the overall experience of prospective partners is positive, closely adhering to set deadlines, managing in-person and remote communication, etc.
- Represent Visual Defence at partner and industry events (including attending, speaking, panels, etc.)
- Help the organization develop and improve prospect and customer-facing materials, assets and all forms of communication and presentation

Qualifications:

- Bachelor's Degree or equivalent experience
- Experience with Google Cloud Platform, hands-on and/or in Sales capacities
- Technical knowledge of Google Marketing Platform, Cloud technology (preferably GCP), enterprise Marketing Tech stacks (ex. Adobe, Salesforce, etc.). DMPs, CDP, Analytics platforms, etc. is highly desired
- The right person will be technical and analytical, and capable of understanding the complexities of large enterprise and public sector client ecosystems
- 5+ years of business development, enterprise solution selling, or product development experience
- Must have a demonstrated ability to work effectively across internal and external organizations, including strategic partners and ISVs