The Business Development Officer (BDO) develops and leads strategic plans for partner development within KEY, SFU’s Big Data Initiative. The BDO is accountable for contributing to the growth of revenue and profitability derived from industry sponsorships and contracts to enhance the profile and support the financial sustainability of KEY. The BDO manages a portfolio of business relationships for the purposes of partner engagement and revenue generation; facilitates and engages corporate sponsorship with the University’s institutional fundraising unit (University Advancement); and identifies and proposes research collaboration agreements, and training and development opportunities.

Develops strategic plans for partner development within KEY, SFU’s Big Data Initiative in collaboration with the supervisor and other senior management. Contributes to the reputation, and growth of financial sustainability of KEY, derived from corporate sponsorships and contracts from organizations and communities, and training delivered through KEY’s programs and services. Facilitates and generates maximum support for KEY’s success and financial sustainability.

MANAGES A PORTFOLIO OF BUSINESS RELATIONSHIPS FOR THE PURPOSES OF PARTNER ENGAGEMENT, REPUTATIONAL GAINS, AND REVENUE GENERATION FOR KEY by:

- Identifying, engaging, building, assessing and maintaining relationships with potential and existing clients (researchers, entrepreneurs, business leaders, investment firms and investors, industry associations, partnering institutions, and other organizations) across Canada.
- Fostering and maintaining a network of key contacts and leads in targeted sectors for the growth and financial sustainability of KEY.
- Bringing current and prospective clients to solicitation and closure, to facilitate their engagement with the University in a strategic partnership or applied research contract.
- Providing reports and coordinating activities with University Advancement staff.

Under the guidance of the Director, Big Data Initiative (BDI) and in collaboration with the Director, Industry Engagement (IE), conducts environmental scanning, competitive analyses, and research to support the business development function of KEY, by:

- Preparing and presenting reports and surveys (with corresponding data) related to the business development of KEY to support the strategic decision-making of the senior management team.
- Analyzing and verifying the accuracy of information presented.
- Identifying options and making recommendations for action.

Develops and evaluates KEY’s positioning framework (e.g., business challenges KEY solves, the value it brings to client segments, what makes KEY different from its competitors). Validates positioning framework through internal and external stakeholder interviews. Develops and implements go-to-market strategies and tactics for specific market segments to facilitate initiative sustainability.

Facilitates and engages corporations across various industries (e.g., banking, healthcare, software and technology) to identify and propose partnership opportunities through co-op hiring, workshops/training courses, access to SFU infrastructure and experts, and other development opportunities. Presents KEY services to grow training and development activity with existing and prospective clients. Works with internal technical staff to meet client needs.

Assesses the appropriateness of client organizations for participation in customized training programs and applied research contracts.

Plafs, participates in, and presents at client meetings. Conducts onsite meetings with organizations and individuals to promote strategic training, consulting solutions, and research partnerships/contracts.

Performs requirements analysis with external clients to determine their needs in conjunction with discussions with SFU internal groups to assess delivery capabilities. Conceptualizes, develops, writes, and pitches business development proposals (including budgets) to potential clients and companies.
In consultation with in-house Legal Counsel, Research Operations and other Vice-President Research (VPR) units, assists in the negotiation of contracts.

Participates in the development of business pitches, narratives, and collateral targeting industry and other institutions with the KEY communications team.

Communicates with representatives of external funding organizations (including NSERC and Mitacs) to identify appropriate funding opportunities for KEY programs and applied research projects.

Participates in the development of business plans with the Director, BDI; Director, IE; and/or senior management to support the Office of the Vice-President Research vision, mission, and strategic plans with respect to big data. Provides expertise regarding the implementation of KEY’s business development activities.

Collaborates, and works closely with University Advancement to ensure the coordination of approaches to, and activities with high-profile prospective companies, sponsors, and donors.

In consultation with the Directors, identifies alignments between KEY and SFU Innovates to diversify and strengthen business development activities. In collaboration with the Executive Director, Business Acceleration and SFU’s Director of Entrepreneurship (faculty), identifies opportunities to engage VentureLabs and Venture Connection clients in accessing KEY’s advanced computing infrastructure, expert consultants, training programs and/or big data industry mentors to support startup or new venture growth.

Maintains a CRM system as directed by the Supervisor. Shares leads, updates, outcomes, and actions initiated with the Director, VP/AVPs, and/or other Directors and team members.

Collaborates with the Office of the Vice-President, Research and Major Projects Office on targeted funding applications. Provides content related to KEY’s business development activities and partner commitments.

Provides hands-on demonstration to industry contacts of analytic tools (e.g., Tableau, R, NVivo, Python, etc.) and data analysis approaches that SFU provides training for. Demonstrates how tools, infrastructure, and approaches available through SFU can enhance organizational insights and intelligence for industry and external organizations (including government).

Conducts research on industry, government, and market trends. Keeps up-to-date on the activities of peer and competitor research-intensive universities.

Provides status reports to the Supervisor and Director, BDI on leads generated, KPI measurement, and the status/outcomes of relationships.

Attends approved conferences, seminars, workshops and community events to act as an SFU representative for KEY.

Performs other related duties and responsibilities, as required.

**DECISION MAKING**

- Decisions on business development strategies and plans impact the reputation and sustainability of KEY.
- Decisions on partnerships that affect SFU and its relationships with external communities.
- Determines the appropriate approach, timing, and opportunity to present to each potential client.
- Determines the appropriate industry organizations for participation in customized training programs and applied research contracts.
- Plans, packages and estimates costs of programs offered to the business community to secure their partnership with KEY in collaboration with the Directors BDI and IE.

**RELATIONSHIPS**

Establishes and maintains relationships and alliances. Maintains effective communication. Shares information and readily determines to whom to go for relevant information. Seeks assistance and feedback in the problem solving process. Partners with others to achieve expectations.

Initial Effective Date: August 24, 2017
Latest Revision Date:
Supervisory
No direct reports. May supervise the work of co-op students, volunteers or interns as required.

Primary Working Relationships
Internal Connections – VPR Directors, senior management and staff, senior administration and staff in University Advancement, University’s legal counsel.
External Connections – corporations, government agencies, industry partners, not-for-profits, other institutions, etc.

QUALIFICATIONS
Bachelor’s degree in Business, Marketing, Computing Science, or related discipline and five years of relevant experience including proposal development, strategic partnership development, solution-based sales, or an equivalent combination of education, training, and experience.

- Excellent knowledge of business development strategies, tactics, processes, and best practices.
- Excellent knowledge of client relationship management systems, processes, and best practices.
- Excellent knowledge of contract development and budget preparations.
- Good knowledge of qualitative and quantitative research methods including extracting, collecting, and cleaning data from multiple sources for analysis.
- Good knowledge of Tri-Agency (NSERC, SSHRC, CIHR) and other funding organizations and programs (WD, Mitacs, NRC IRAP etc.).
- Excellent customer service, public relations, and marketing skills.
- Excellent ability to analyze industry needs using surveys and appropriate metrics.
- Excellent interpersonal, communication (verbal and written) and networking skills.
- Excellent problem-solving and conflict resolution skills.
- Excellent organizational skills and the ability to manage and prioritize leads, and a portfolio of relationships to meet KEY’s objectives.
- Ability to understand client and market needs, identify trends, and offer corresponding training or product solutions to the market and organizations.
- Ability to work independently and establish business development goals and plans to achieve KEY’s sustainability and growth targets.
- Ability to work in a team environment and collaborate with diverse team members to support the university’s mission.
- Ability to convert potential leads into organizational partnerships through financial contributions, contracts, or sponsorships.
- Ability to establish and maintain strong relationships with clients and other internal and external stakeholders.
- Ability to negotiate contracts in accordance with organizational policies and procedures.
- Ability to exercise a high level of diplomacy, tact, confidentiality and discretion in both internal and external interactions.
- Ability to travel locally, regionally, and nationally for client or partner meetings.