
Business Development Manager; Exhibits, Sponsorships & Advertising

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OUR MISSION

BICSI is a global professional association supporting the advancement of the information and communications technology (ICT) profession. Our vision is to be the preeminent ICT global authority with focused values of integrity, service, and excellence.

SUMMARY

The Business Development Managers are key sales resources for BICSI's products Exhibits, Sponsorships, and Advertising portfolio. Together, they are responsible for driving revenue growth by securing new business, managing client relationships, and ensuring the successful execution of sold products and services. Each manager focuses on selling BICSI's conference exhibits, sponsorship opportunities, and advertising products while building strong client relationships to encourage repeat business and long-term loyalty.

The managers collaborate to meeting revenue targets and provide customized solutions for clients while maintaining individual accountability for their assigned accounts and sales efforts. Working closely with the Marketing & Communications Department and other internal teams, they identify sales opportunities, develop tailored sales strategies, and ensure commitments to clients are fulfilled with excellence.

The Business Development managers report directly to the VP of Meeting Services with dotted-line relationships to the SVP of Marketing & Communications.

SUPERVISORY ROLE

Supervises no employee(s).

DUTIES/RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. Reasonable accommodation may be made to enable qualified individuals with disabilities to perform the essential functions.

Business Development & Sales

- Contributes to the development of BICSI's overall Meeting Services portfolio by aligning exhibit, sponsorship, and advertising opportunities with BICSI's Strategic Plan and exploring innovations in web, digital, and print channels.
- Creates and implements growth strategies to expand business opportunities in exhibits, sponsorships, and advertising, focusing on new client acquisition and revenue growth.
- Generates new leads through targeted efforts, including cold calling, networking, referrals, marketing campaigns, competitor analysis, and industry directories, effectively communicating the value of BICSI's offerings.
- Employs a structured consultative selling approach to deliver tailored solutions, including:
 - Conducting market research to identify trends and opportunities within and beyond the ICT industry.
 - Gathering client-specific insights, including their industry, company goals, and key stakeholders.
 - Engaging clients in discovery sessions to understand their needs, challenges, and objectives.
 - Designing custom sponsorship, advertising, and exhibit solutions that deliver measurable value to clients.
 - Addressing and resolving client concerns promptly to ensure satisfaction.
 - Negotiating contract terms with senior executives while ensuring legal and organizational compliance.
 - Tracking and reporting on sales activities and performance metrics to drive continuous improvement.
- Builds and nurtures strong client relationships, emphasizing trust, long-term collaboration, and tailored

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service over transactional sales.

- Develops comprehensive knowledge of BICSI's products, services, and industry-specific trends, technologies, and competitor activities.
- Collaborates with internal teams, including the VP of Meeting Services and SVP of Marketing & Communications, to develop and execute marketing campaigns that drive sales within assigned territories.
- Creates detailed customer profiles that include marketing needs, competitors, industry trends, key goals, preferred venues, and other relevant insight to inform sales strategies.
- Designs and executes tailored sales plans to meet specific client needs and achieve measurable outcomes.
- Provides exceptional customer service, offering ongoing support, follow-up, and proactive solutions to maintain client satisfaction and loyalty.
- Contributes to post-sales processes, ensuring seamless execution of sold products and services, and gathering client feedback to inform future improvements.

Account Management

- Maintains and nurtures existing client relationships for assigned key accounts to ensure satisfaction, retention, and long-term loyalty by:
 - Building and maintaining strong relationships with clients, understanding their needs, goals, and challenges.
 - Ensuring that BICSI's products and services consistently meet or exceed client requirements and expectations.
 - Addressing and resolving client concerns promptly and effectively to maintain trust and satisfaction.
 - Proactively identifying opportunities to offer additional products or services that align with client needs and objectives.
 - Communicating regularly with clients through scheduled meetings, calls, and emails to provide updates, share insights, and gather feedback.
 - Overseeing the negotiation, creation, and renewal of contracts to establish mutually beneficial terms and ensure compliance.
 - Tracking and analyzing account performance metrics to assess the effectiveness of BICSI's offerings in meeting client objectives.
 - Developing and implementing account strategies tailored to enhance client satisfaction, strengthen engagement, and drive retention.
- Collaborates with internal teams, including Meeting Services, Marketing & Communications, and Membership & Customer Experience, to deliver seamless and high-quality client experience across all touchpoints.
- Prepares detailed reports on key account performance, client feedback, and market trends, providing actionable insights to inform future strategies and business development efforts.
- Leverage data and insights to identify risks, anticipate client needs, and recommend solutions to maximize account value.

Continuous Improvement and Ancillary Responsibilities

- Contributes to BICSI's organizational goals by driving revenue growth, enhancing client satisfaction, and aligning sales efforts with the organization's strategic priorities.
- Provides mentorship and support to other Business Development Managers, serving as a backup resource during absences or peak workload periods to ensure seamless operations.
- Assists with additional sales efforts as assigned, including cross-departmental initiatives and collaborative campaigns, to meet or exceed organizational objectives.

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- Stays informed about industry trends and emerging technologies, applying insights to improve BICSI's sales strategies and better serve members and clients.
- Collaborates with internal teams to identify opportunities for process improvements, streamline workflows, and optimize client and stakeholder experiences.
- Adapts to evolving organizational needs, performing other duties as assigned while maintaining flexibility with a high level of integrity, service, and excellence.

REQUIRED SKILLS/ABILITIES

To perform this job successfully, this individual should have:

- **Sales Expertise:** Proven ability to develop and execute sales strategies, generate leads, and close deals, particularly for exhibits, sponsorships, and advertising.
- **Client Relationship Management:** Strong skills in building, nurturing, and retaining long-term client relationships while addressing client needs and resolving issues effectively.
- **Strategic Thinking:** Ability to identify growth opportunities, assess market trends, and develop innovative sales solutions tailored to client objectives.
- **Communication Skills:** Exceptional verbal and written communication skills, including presenting to senior executives and creating persuasive proposals.
- **Negotiation Skills:** Demonstrated experience in negotiating contracts and terms to secure mutually beneficial agreements.
- **Organizational Skills:** Ability to manage multiple priorities, accounts, and deadlines in a fast-paced environment.
- **Data Analysis:** Proficiency in tracking and analyzing sales performance metrics, preparing reports, and using insights to drive improvements.
- **Collaboration:** Effective at working cross-functionally with internal teams, such as Marketing, Meeting Services, and Membership, to achieve shared goals.
- **Technical Proficiency:** Familiarity with customer relationship management (CRM) systems, association management systems, and event management tools; proficiency in collaboration platforms (Teams, Zoom, Jira), and office applications such as Microsoft® Office Suite (Word, PowerPoint, Excel, Outlook, Project, Visio).
- **Industry Knowledge:** Awareness of trends, challenges, and opportunities in the ICT industry and the broader events and advertising sectors.
- **Problem-Solving Abilities:** Skilled at identifying challenges, proposing solutions, and implementing them to ensure client satisfaction and sales success.

TRAVEL

Up to 20% travel including two (2) one-week conferences each year, site visits, client visits, and other industry events. Must have or be able to obtain a U.S. passport.

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EDUCATION AND EXPERIENCE

- High School diploma or GED required.
- Bachelor's degree in business administration, marketing, sales, communications, or a related field is preferred, or equivalent experience required.
- Sales-related certifications (e.g., Certified Sales Professional [CSP]) are a plus.
- Minimum of 5-7 years of experience in outbound sales or business development, preferably in exhibits, sponsorships, advertising, or related fields.
- Demonstrated success in achieving revenue targets and growing client portfolios.
- Experience in consultative or solution-based selling approaches.
- Familiarity with sales processes in the events or association industry is preferred.
- Experience with CRM tools and analytics for tracking performance and managing client relationships.

PHYSICAL REQUIREMENTS

The physical demands and work environment described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodation may be made to enable qualified individuals with disabilities to perform the essential functions.

The regular work schedule is 40.0 hours per week (Monday-Friday; daytime) and may require additional hours/overtime, as necessary. Must occasionally lift and/or move up to 25 pounds and stand/walk onsite at events for long durations. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, ability to adjust focus and ability to match or detect differences between colors, including shades of color and brightness. While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to sit; use fingers and hands or feel and reach with hands and arms. The employee is occasionally required to stand and walk. The work environment is as follows: professional office environment; the noise level in the work environment is usually moderate.

COMPETENCIES

To perform the job successfully, an individual should demonstrate the following competencies:

Analytical – Collects and researches data; Uses intuition and experience to complement data; Designs workflows and procedures.

Problem-Solving – Identifies and resolves challenges in a timely manner; Develops alternative solutions; Works well in problem-solving situations; Uses reason even when dealing with emotional topics.

Project Management – Potential to: coordinate projects; Communicate changes and progress and manage project team activities; Complete projects on time.

Customer Service – Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

Interpersonal – Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to other ideas and tries new things.

Oral Communication – Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Participates in meetings.

Teamwork – Balances individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit.

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Change Management – Builds commitment and overcomes resistance; Supports those affected by change with a positive attitude.

Leadership – Exhibits confidence in self and others; Inspires respect and trust; Accepts feedback from others; Displays passion and optimism.

Quality Management – Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.

Cost Consciousness – Works within budget; Conserves organizational resources.

Organizational Support – Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values.

Adaptability – Adapts to changes in the work environment; Manages priorities and competing demands; Able to deal with frequent change, delays, or unexpected events.

Attendance/Punctuality – Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

Dependability – Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments.

Initiative – Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; looks for and takes advantage of opportunities; Asks for and offers help when needed.

Innovation – Meets challenges with resourcefulness; Generates suggestions for improving work; Presents ideas and information in a manner that gets others' attention.

Judgment – Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

Motivation – Sets and achieves challenging goals; Demonstrates persistence; Measures self against standard of excellence.

Planning/Organizing – Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources when necessary; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

Professionalism – Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration; Performs with integrity.

Quality – Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

Quantity – Meets or exceeds productivity standards; Completes work in timely manner; Strives to increase productivity.