

A&D Business Development Manager
Roles. Responsibilities & Requirements
- March 2022 -

Engineering Software Research & Development, Inc. (www.esrd.com) is a hyper-focused independent software provider (ISP) operating in the \$5B simulation & analysis (CAE) market segment of PLM. ESRD offers engineering simulation software products, custom simulation apps, engineering services, and contracted research & development to the global aviation, aerospace, and defense industries. ESRD has an impressive list of customers in the A&D industry from its 30 year history of leadership in improving the accuracy and reliability of numerical simulation tools used to solve engineering analysis problems in computational solid mechanics.

The company's technology credentials and thought leadership in advancing numerical simulation are widely respected as second to none. ESRD products represent a new generation of inherently simple, accurate, fast, efficient and reliable applications that allow expert analysts to tackle the toughest problems in computational solid mechanics with greater confidence, while enabling non-expert design engineers to benefit from the democratization of simulation by performing more routine analysis tasks with confirmation of reliability.

The company is seeking to fill a new position of Business Development Manager for the A&D industry who shall report to the President and will have the following roles and responsibilities to:

- Execute the company's strategy and go-to-market plan for business development in the aviation, aerospace and defense industries, with emphasis on lead generation and new customer acquisition.
- Collaborate with the business team to secure renewals and expand the footprint in existing customers, and their supply chains, by leading, coaching, and inspiring the account management and customer support teams.
- As a hunter or creator of new business opportunities, work to find, engage, qualify, motivate, sell, close, and grow new licensed software customers.
- Develop a robust sales funnel of prospects and maintain a reliable forecast of qualified opportunities.
- Create and execute lead generation and opportunity development initiatives working with colleagues.
- Develop sufficient knowledge of the company's history, customers, products, applications, and technology to speak authoritatively and confidently with prospects and customers alike.
- Attend and represent the company at select industry events, conferences, tradeshow, and web events, including speaking opportunities.
- Maintain the CRM by logging prospect activity, engagement history, and customer intelligence with insights.
- Work with the management team to update and evolve the company's go-to-market strategy for the aviation, aerospace & defense, and other industries as appropriate.
- Reporting to the President, provide guidance on new market, industry, product, application, and partnering opportunities.
- Other contributions as the company grows and the role of this new BDM position may evolve.

Requirements of the position include the following:

- Experience with selling, supporting, or using simulation, CAE, or FEA software solutions.
- Engineering degree with some employment history as an engineer in industry.
- Three (3) plus years of business development and solution selling for an ISP in CAE.
- Experience working in, supporting, or selling to the aviation, aerospace & defense industries a strong preference.
- Understands simulation technologies, competing software products, market trends, industry challenges, and customer business drivers.
- Proficient in communicating value propositions, advocating change, and influencing decisions of a wide variety of customers, professionals, and colleagues in both technical and managerial roles.
- Demonstrated capacity to work as a self-managed and self-motivated professional without excessive managerial oversight.
- Productive while working remotely in an entrepreneurial small team environment without enterprise-level resources.
- Seeks and enjoys contributing as a hands-on doer, proactive creator, and resilient hunter of business opportunities.
- Working from a home office, preferably in the Midwest, is available for periodical travel to the ESRD office in St. Louis, customer sites, and industry events, all which is estimated at 1-2 trips per month of 2-3 days each.
- Excited and motivated by the opportunity to represent and promote a status-quo disrupting technology and become a champion for it within the company and the markets it operates.

For the qualified individual, this position will be an attractive opportunity to make a big difference for a small yet highly innovative ISP that has substantial untapped market potential to expand the usage of engineering simulation software beyond the domain of expert analysts to design engineers.

Base compensation, earnings potential, and benefits are commensurate with equivalent opportunities across the CAE market. The right individual will be given the freedom to produce and soar in an open sales territory without compensation ceilings, direct competition, or excessive administrative burdens typical of larger solution providers.

ESRD offers many of the exciting advantages and growth opportunities of a nimble start-up, but with proven technology, mature products, and existing customers the company is past the risks associated with start-ups. As a privately owned entity, ESRD operates without the business distractions, strategy gyrations, or unrealistic expectations experienced by firms with outside investors or public shareholders.

For additional information visit www.esrd.com. Qualified candidates are invited to submit their resume with a cover letter in confidence to careers@esrd.com.