

## **DIRECTOR, MARKET EXPANSION**

**JOB NUMBER: 20-DR-MKEX01**

**Posting Date: February 3, 2020**

**Start:** Immediately

**Duration:** Permanent Full-Time

**Location:** Seattle, WA

**For Company Information visit [WWW.ENCOREBUSINESS.COM](http://WWW.ENCOREBUSINESS.COM)**

### **The Position**

The position of Director, Market Expansion is a new role created for the purpose of overseeing strategic expansion efforts in the Pacific Northwest USA. Reporting to the Vice President, Professional Services, the responsibilities are expected to evolve as company growth gains momentum in the region.

Initial efforts will be focused on increasing brand recognition, seeking opportunities to introduce company products and services to the business community at large, assessing the competitive landscape and developing relationships with key clients and partners.

While initially not responsible for day to day activities, you are expected to contribute to business development efforts, understand company objectives and strive toward operational excellence in every area of the operation. You will demonstrate a style of leadership that promotes and generates employee commitment and contribution to the achievement of the company's business objectives and desired industry image.

A relationship builder with strong business acumen, your entrepreneurial style lends itself to seeking a better way, challenging the status quo, monitoring performance, measuring results and accelerating change to drive growth.

### **Key Areas of Responsibility**

- Seek opportunities to promote the company mission and values and to present the concepts of cloud computing, managed services, subscription licenses along with the thought leadership and best practices our team can deliver.
- Stay abreast of technology trends with emphasis on Microsoft products.
- Connect with Practice Leads regularly to stay well-informed about the skills and expertise our professional service teams are trained to deliver to new and existing clients.
- Actively engage with members of the business community to introduce company products and services.
- Develop relationships with industry influencers, key clients and vendors to raise awareness of company brand and reputation.
- Monitor industry trends and competitive landscape.
- Generate revenue through a combination of new license sales, project management services and consulting engagements to achieve a revenue neutral stance.

- Actively participate as a temporary member of the Senior Leadership Team for a twelve-month term.
- Contribute ideas for innovative products or services that will accelerate growth.

### **Desired Skills & Competencies**

- University Degree in Business, Finance or Information Systems.
- Training or certifications in Microsoft sales or product fundamentals preferred.
- 10+ years in position with P&L responsibility.
- 10+ years managing teams, mentoring and coaching for career development.
- 3-5 years in a sales or business development role.
- 3-5 years conducting business reviews, delivering client facing technology solutions or project management.
- Familiar with Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) applications, preferably Microsoft Dynamics.
- Passionate about innovation, continuous improvement and operational excellence.
- Respected leader known for integrity and consistent performance.
- Influential in a team environment; builds rapport; promotes collaboration and teamwork.
- Exceptional communication and presentation skills.
- Resourceful and creative; able to take calculated risks, make informed decisions
- Willing and able to travel; valid driver's license and passport are required.
- Must be legally entitled to work in Canada / the United States.
- Must be fluent in English – both verbal and written.

Please send your confidential résumé as a MS Word or PDF document to:  
[hr@encorebusiness.com](mailto:hr@encorebusiness.com), quoting the job number in the subject line of your email.

*Furthering your success through the alignment of strategy, people, processes, and technology*

We thank all applicants for their interest; however, only those candidates selected for subsequent interview will be contacted.