

Title	Business Development Associate
Categories	Data Services, Compliance Operations, Software as a Service, Advanced Modelling and Analytics, Competitive Intelligence, Market Intelligence, Brand Experience, Brand Protection
Aegis Overview	Aegis is a global leader in brand protection, fraud detection, 3rd party integrity assurance, channel risk management, and open-source data intelligence. Aegis hunts, captures and integrates live and static open-source information to deliver unique business analytics for channel compliance monitoring, partner risk management, and competitive market intelligence. Since 2006 Aegis has harnessed complex online data and transformed it into value enhancing analytics which are customized for the direct benefit of our clients. Aegis works with some of the largest brands in the world to ensure the best brand experience for their customers.
Need Statement	Aegis seeks a highly competent, creative and motivated Business Development Associate to build sales with new and existing clients. The role will partner with management and product development to create and implement business strategies to increase overall sales of the company.
Job Summary	This position reports directly to the Chief Executive Officer and is based in Aegis Mobile's Columbia, Maryland headquarters or the Tysons Corner, Virginia offices. The Business Development Associate responsibilities include identifying and building new client relations, promoting and positioning the company's products to increase revenue, conducting market and competitive research, preparing marketing and sales materials, managing the company's brand awareness, and coordinating networking and sales events.

<p>Responsibilities</p>	<ul style="list-style-type: none"> • Research and network to identify new opportunities, qualify opportunities, develop sales and marketing materials, analyze competitor strategies, and manage the sales contact database. • Work directly with management and product development to develop and implement strategies that target specific audiences to grow sales and broaden the company's market as well as enter into new industries. • Form new client relationships and strengthen existing client relationships to forge new opportunities. • Assist in the sales and service processes to ensure client satisfaction to help increase revenue and develop long lasting relationships that will fuel future sales. • Directly build awareness and recognition of company products by helping create promotional and sales materials for clients and the public. • Analyze markets and create meaningful analyses that focus on potential customer needs and how they can be answered by the company's products. • Based on research, generate plans on how to increase market share and develop strategies that will lead to greater revenue. • Develop and manage effective marketing communications via social networks, company website and other events and communication platforms. • Actively seek expanded business opportunities by leveraging existing customer relationships and gaining insight into further application of Aegis's capabilities to address customer needs. • Perform research into technologies and techniques to improve mission accomplishment and expand production service offerings, producing supporting documents and presentations to communicate the body of work and influence decision making. • Make significant contributions to the Executive Management Team in proposal development, including business and technical writing, labor estimating, and pricing. • Attend sales meetings, present materials and perform product demos as required.
<p>Skill Requirements</p>	<ul style="list-style-type: none"> • Outstanding written and verbal communication skills required; public speaking abilities are required • Creative influencing skills, both written and verbal • Excellent problem-solving skills, quick to learn new concepts and identify opportunities for positioning products for sale– thinking outside the box with an emphasis on technology solutions • Ability to understand complex issues and clearly articulate complex ideas • Business development and proposal development experience • Understanding of mobile device services, wireless industry, advanced internet and social network platforms, online gaming, mobile and internet payments, digital advertising, consumer protection, and online brand experience • Expertise with Microsoft Office suite • Familiarity with data modeling, machine learning, artificial intelligence, process modeling, process re-engineering, audit and control processes is advantageous • Demonstrated ability to champion change, influence and drive results in a fast paced, complex environment

Qualifications	<ul style="list-style-type: none">• 2-5 years work experience in marketing, business development, sales, account management or other relevant discipline• Four-year Baccalaureate degree in a relevant discipline (e.g., business, marketing, finance, communications, engineering, or other relevant degree)• Working experience with selling sophisticated operational technology and operational solutions• Experience promoting products through development of materials, presentations and other relevant means• Proven proficiency in performing research and analysis to develop strategic plans to identify new customers, assess competitors, and increase sales revenue• Self-motivated, creative and efficient in proposing solutions to complex, time critical problems• Analytical mindset with problem-solving skills• Outstanding reasoning skills• Excellent technology and collaboration skills• Proficiency in Microsoft desktop tools• Excellent program management skills, including organization, attention to detail and follow-through
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