

Business Development Strategist - Packaging

Since 1965, Cordstrap has remained the world leader at the forefront of a revolution in the protection of cargo. Our mission is to keep the world's cargo safe – by providing products and solutions that ensure our customers' precious assets are secure on rail, sea, road and air.

With five international manufacturing locations and operations in over 50 countries worldwide, Cordstrap combines a powerful product suite with a collaborative approach and the best quality training, application expertise and legislative insights for our customers' staff. Cordstrap is trusted by over 25,000 businesses worldwide to secure their valuable cargo for all domestic and international shipping challenges.

If you are a self-motivated, detail-oriented person who enjoys building relationships, Cordstrap USA, located in Sturtevant, WI, has a great opportunity for professional growth! We are expanding our sales force and have a need for a Business Development Strategist to join our team. The main focus of this role is to develop market-specific strategic initiatives through Go-2-Market and Go-2-Customer plans using data driven market research and customer insight processes. The ideal candidate is both a highly strategic and analytical thinker, capable of supporting teams to gather and produce accurate key market data across the sales organization.

Primary Responsibilities:

- Works closely with Key Account Managers and Major Account Executive(s) to develop sales strategy, G2M and G2C plans based on target market dynamics and potential
- Perform in-depth research and analysis of target industries, companies and competitors
- Gather market insights through desk-research and face-to-face discovery customer interviews.
- Assist to identify industry segments and suggest business development efforts based on segment attractiveness
- Heatmap targeted industries and identify concentration of potential sales
- Support connecting multiple locations within the customer base and drive understanding of Key-Customer Structures.
- Analyze competition and develop competitive offering
- Proactively collaborate and share knowledge within the sales and marketing organizations
- Develop new leads and identify key decision makers via phone calls and email communication
- Build relationship with prospects to determine needs and opportunities
- Work with the District Sales Managers and Territory Sales Representatives to develop and grow sales
- Maintain database and documentation of communication using CRM system
- Ensure existing traditional research capabilities (e.g., market and competitor analysis, business case development, forecasting, etc.) are unified around best practices and expanded across all business units to support the drive towards more data driven decision-making.
- Support organizational understanding of the business environment, industry, competition, and related opportunities and threats
- Provide regular insightful analysis and reports of competitors and multi-industrial peers.
- Conduct research to develop analyses and insights that represent significant growth opportunities and/or risks for the organization
- Support continuous improvement in market intelligence and insight through innovative resources, relationships, technology and techniques

Qualifications:

- BA/BS degree in Business or related field (Masters is a plus)
 - A minimum of 3+ years of experience in marketing, market research, or product marketing
 - Proficient with MS Office; some knowledge of CRM programs preferred
 - Strong in data analytics and interpretation, able to distill insights and solutions from data
 - Combines strategic and business acumen with practical "can do" mentality
 - Ability to stand ground on the validity of the data in multi-stakeholder environment
 - Ability to travel approximately 20%
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