



## Director of Business Development Position

### Background:

Health-ISAC, a non-profit, membership corporation, is the Health and Public Healthcare sector information sharing and analysis center, offering non-profit and for-profit healthcare stakeholders a community and forum for sharing cyber and physical security threat indicators, best practices and mitigation strategies. Membership is open to any global healthcare stakeholder seeking protection of valuable PHI (personal health information) and IP (Healthcare-related Intellectual Property). Members include private & public hospitals, “ambulatory” providers, health insurance “payers,” pharmaceutical/biotech manufacturers, laboratory, diagnostic, medical device manufacturers, medical schools and medical R&D organizations. Joining Health-ISAC is one of the best ways Health and Public Health firms can actively participate to protect the industry and its vital role in critical infrastructure.

### Objective:

The Director of Business Development role is a touch point for Health-ISAC vendors who engage in a variety of activities across the Health-ISAC organization. The role will focus on building **Relationships** with our Sponsor/Vendors who support the Navigator program, Summit(s), Workshops, Roadshows as well as generating revenue for Shared Services vendors. Vendor revenue stream builds incremental member services and benefits, that drive membership growth and retention.

### Summary:

The Director of Business Development reports to the VP of Marketing and is responsible for leading the long-term strategy and vision of Health-ISAC’s offerings. The candidate will work collaboratively with Health-ISAC members, vendors, Health-ISAC teams (Marketing, Membership Engagement, Finance, and Events etc.).

This position requires someone who is strategic, has an attention to detail, cultivates and fosters valuable relationships, is able to clearly and articulately communicate value, and can maintain personal motivation on a daily basis. Must be a self-starter and comfortable with minimal supervision.

The role will require the candidate to travel occasionally, as part of this job.

### Job Description:

The Director of Business Development will be responsible for the following:

#### Manage the Navigator and Shared Services Vendor Programs

- Sell new vendors (*incentivized*)
- Retain vendors if appropriate
- Build and grow each relationship to maintain retention

- Create and manage the vendor engagement dashboard
- Collaborate with Sales Administrator coordinator
- Enter data to prepare reports on a daily weekly monthly and quarterly basis.

#### Manage Sponsorship and Relationships

- Assist VP of Marketing with retaining and building relationships
- Gain knowledge of sponsor onboarding process
- Provide onboarding process and own the sponsor onboarding activities
- Help to coordinate website, logo, abstract and updates as needed
- Sell sponsorships for all 4 summits (*incentivized*)
- Collaborate with VP of Marketing on specific sponsor targets
- Recommend pricing scenarios for all sponsorships
- Pitch to sponsors specific needs sponsorships such as evening events at Summits
- Manage sponsor conflict across competing markets
- Attend summits and planning meetings
- Help with participating in activities to secure small, regional sponsorship opportunities

#### **Required Skills, Qualities, and Experience:**

- Bachelor's degree in Business Administration, Marketing or related discipline
- At least ten (10) years' experience working in sales
- Possesses excellent verbal and written communication skills. Is able to clearly articulate the H-ISAC value proposition to all stakeholders.
- Is highly organized, strategic, and driven to meet goals and deadlines. Able to handle myriad situations and tasks.
- Demonstrated success in delivering quality work with a desire to think creatively and produce results.
- Highly motivated, collaboration, eager to learn new skills; willing to take on expanded roles and expanded responsibility as role evolves.
- Performs with diplomacy and navigates professionally within a decentralized organization.
- Able to interact with H-ISAC members and vendors and subject matter experts while balancing business imperatives. Cultivates and fosters valuable relationships.

#### **Preferred Skills, Qualities, and Experience:**

- Working knowledge of the healthcare sector, including missions, strengths and weaknesses.
- Very strong PC/MAC and basic utility skills (Power Point, Word, Excel, etc.,)
- Experience with non-profit organizations, including associations and ISACs/critical infrastructure.