

Commercial Director EMEA

Company Overview

Alpha Development is an international financial services training firm whose clients are the world's most highly regarded investment banks, insurance firms, private banks and asset managers. With offices in the UK, Singapore, Poland and the US, we offer global coverage and have trained in more than 20 countries.

Purpose

Alpha is currently expanding its EMEA business from our base in London and this role will be a central part of the growing business development team. The Commercial Director will lead the commercial EMEA Client and Revenue Growth strategy. This includes the management of resources required to support client solutions in areas of faculty, product development, marketing and sales infrastructure development.

Key Accountabilities & Responsibilities

- Responsibility for developing the EMEA commercial strategy, along with the successful communication and delivery of the strategy.
- Responsible and accountable for developing and executing business strategies to deliver growth in accordance with the strategic plans
- Develop and ensure Alpha Development commercial methodology and approach are maintained by sharing best practice and continual improvement to protect company's commercial position. This includes measurement tools to forecast success alongside the Finance Director and other regional commercial directors.
- Formulation and implementation of interventions to deliver sustained performance in terms of securing RFPs and new business opportunities.
- To guide and direct commercial activity across the Alpha client universe to maximise the potential of the firm's products and services, profitability and to support delivery against KPI's and targets.
- The management and development of the Sales Management team which has the responsibility of coordinating the Alpha Development offering to key accounts.
- Responsibility for regional new business development, negotiations and commercial contracts in line with proposed budgeted growth.
- Monitor and evaluate emerging business opportunities with a view to positioning the Alpha's operational resource and technical capability accordingly.
- Review reports on the status of contracts indicating current status with regards to statements of work and provide guidance and recommendations for improvements.
- Provide leadership and instil best working practice within the Global Sales and Marketing team helping to establish a leading service.
- Providing support to the Marketing Manager, to ensure the Commercial functions' strategy is embedded within Marketing and aligned to the global marketing plan.
- Work with the Marketing Manager to develop Marketing plans and tactics to achieve growth goals in the region.

Performance Indicators

Financial

- Projected sales targets are met and/or exceeded.
- Budgeted new business is grown in line with the budget.
- Agreed Marketing department client KPI's are met.
- The regional business achieves planned revenue (profit) in line with cash planning.
- CRM process and pipeline for the region is 100% up to date and accurate at all times.

Management

- Demonstrate a solutions-focus approach, think about the client first, understand their client's needs and strive to add value to their clients.
- Act with integrity, value diversity, respect and value others, be accountable to others and to celebrate success.
- Be curious, to challenge their own and other's thinking, be resourceful, where applicable to lead and grow the staff, and to keep informed.
- Responds to problems/ situations energetically
- Exhibits a sense of urgency in relation to goal achievement & performance
- Demonstrates respect towards all team members
- Supports team values and decisions and models expected behaviours
- Is open minded, listens to others points of view
- Actively participates in the development of team values, goals and performance standards
- Understands relationships, issues and culture, both within and external to AD and uses this understanding to anticipate impacts or outcomes, frame communication, develop strategy, positions, networks, partnerships and alliances to achieve goals and/or "win-win" outcomes
- Seeks to change culture and methods of operating, if counterproductive to success.
- Identifies and prioritises critical and less critical activities and projects. Stays focused on the agreed objectives/goals

Reporting

- Reports to Global Head of Sales
- Sales reports
 - a. 2 x Account Managers
 - b. 1 x Business Development Manager

Other information

Department / Location: Sales/ The role will be based in our office in London Cheapside office EC2

Commission Structure: remain the same for own book of clients

Holidays: 28 days per annum, plus bank holidays

Staff Benefits: Gym membership contribution, season ticket loan, healthy snacks, cycle to work scheme, childcare vouchers and private medical cover – after one year of service

Start date: Role effective from: 1 January 2019 with KPIs agreed and effective immediately

IF YOU ARE INTERESTED IN THE ROLE EMAIL A PERSONAL STATEMENT AND CV TO
RECRUITMENT@ALPHADEVELOPMENT.COM