



Powerteq Business Development Manager

Job description:

The Powerteq Business Development Manager (BDM) is primarily responsible for the initial qualification involving new and/or emerging business opportunities in the automotive aftermarket or transportation industry.

BDM works with the Powerteq Sales & Marketing and Research & Development extended teams as well as customer/prospect executives to quickly determine the potential for an opportunity and the initial plan for capitalizing on the opportunity.

BDM drives new business development revenue opportunities through penetrating the aftermarket industry with, for example, performance/economy tuning, infotainment, and diagnostics telemetry services & solutions. BDM is responsible for creating and building relationships that will result in additional revenue opportunity within the geography or enterprise. BDM is acknowledged as an expert in identifying and building discipline/specialty offerings/solutions in the automotive aftermarket or transportation industry.

BDM uses various MSD Performance Group tools and metrics and financial analysis techniques in the opportunity qualification and assessment process. BDM has mastery of traditional business strategies, organization and processes and is acknowledged by peers as an expert and leader in the automotive industry.

BDM defines key partners for sales planning and growth initiatives with focus on efforts for net new business through partners into the automotive aftermarket community

BDM acts as a mentor to less experienced professionals within and outside the profession. BDM exhibits entrepreneurial behavior with customers/prospects to instill confidence that Powerteq is committed to building solid relationships in the automotive aftermarket industry.

BDM invests Powerteq resources to ensure coverage and penetration for new opportunities. BDM leads multifunctional teams to develop and close the most complex, leading-edge, high-reward opportunities, planning and leading negotiations with all levels of customer/prospect management, including senior executive management.

The BDM role may transition from initial qualification to operational P&L oversight as a Strategic Business Unit Manager (SBU) if/when the product and/or service successfully enters the market.

Other Responsibilities:

- Develop, manage and execute project plans
- Define and own project management documents and report progress against plan
- Ensure project goals and objectives are achieved on time and on budget
- Provide feedback to management team on key success factors, sales inhibitors and strategies to overcome obstacles

Job Requirements:

- At least 5 years' experience in automotive aftermarket or Commercial/Fleet services – ideally in Marketing or Business Development role
- Proven success driving cross functional teams
- Proven “C-Level” presentation experience in a consultative, solution oriented environment
- A credible level of technology, systems, and outsourcing knowledge.
- Stays abreast of changes/updates in the competitive environment.
- Exceptional verbal and written communication skills
- Contract negotiation skills and experience
- Knowledge of corporate decision making processes
- Creative problem solving skills
- BS/BA Degree, MBA preferred
- Readiness to travel
- Motivated, entrepreneurial self-starter is a must
- Ability to take existing company resources and create a new, profitable business unit

About Powerteq:

Powerteq was formed in 2011 through the strategic integration of Edge Products and Superchips. Powerteq is wholly owned by MSD Performance Group. Powerteq designs, manufactures, and sells aftermarket performance-enhancing powertrain products for late-model cars, trucks, SUVs, and motorcycles under the Edge and Superchips retail brands. The combined product offerings and strengths of Edge and Superchips allow Powerteq to remain the undisputed leader in the street-legal performance tuning category. Powerteq corporate headquarters is located north of Salt Lake City in Ogden, Utah. Powerteq also operates an east coast office near Orlando in Sanford, Florida. Powerteq employs over 130 dedicated team members sharing their passion for automotive performance and business excellence.