



Job Description

Job Title: SVP Business Development
Department: Business Development
Reports To: Executive Vice President & COO
FLSA Status: Exempt
Location: Orlando

BASIC PURPOSE:

This job is responsible for directing and managing staff, policy and programs to retain and expand existing targeted industries in Florida and to attract new business investment to the state. The primary duties include promoting Florida, managing competitive economic development projects, negotiating incentives, developing lead generation strategy, managing international recruitment and addressing business climate issues.

ESSENTIAL ACCOUNTABILITIES or TASKS:

- Direct the development, management and tracking of business investment projects
- Direct Florida's economic development incentive programs to increase job creation and value-added employment opportunities
- Direct target business sector programs to improve competitive intelligence of sector opportunities and identify specific location leads
- Develop and execute strategy for lead generation activities
- Recommend policies to support the growth and retention of high value industry sectors
- Direct aggressive promotional programs to targeted sectors through direct contact marketing
- Work cooperatively with statewide leaders in economic development, business and government, particularly in addressing issues of new and expanding business investment projects
- Nurture the statewide primary partner relationship
- Manage international business recruitment to increase foreign direct investment in the state as well as coordinate with foreign offices throughout the world

SUPERVISION:

See Organization Chart

ACCOUNTABILITY: Impact and Scope:

Annual Division budget for Business Development activities
Ensure that the Business Development division meets all the legislative, DEO, corporate and strategic measures

MINIMUM QUALIFICATIONS REQUIRED:

- Bachelor's degree with a combination of 5 years business development and leadership experience
- Five + years' experience in management
- Demonstrated marketing competence through college degree and at least 5 years' experience
- Ability to communicate effectively both verbally and in writing
- Public speaking ability
- Highly effective negotiating skills
- Computer proficiency with Microsoft applications and internet
- Ability to travel overnight and internationally

PREFERRED QUALIFICATIONS:

- Master's degree can substitute on a year-for-year basis for the required experience
- Direct experience in economic development or work on an economic development board
- Experience in a foreign language
- Business acumen and an understanding of economic development
- Diplomatic talent
- Analytical capability for policy review and recommendations

Send resume with salary history to: hrdirector@eflorida.com

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