



Position Title Account Director, Business Development
Department Name Business Development
Location Mt. Laurel, NJ

Summary:

The Account Director, Business Development will be responsible for working with assigned Business Development Vice Presidents and Account Managers to manage and grow a multi-million dollar book of business within an existing account base. This responsibility includes leading the sales effort for the portfolio of ImpactRx product and service offerings, overseeing the delivery of all contracted deliverables and ensuring a high degree of client satisfaction.

Job Requirements:

- Meet or exceed assigned account revenue targets by developing and delivering insightful, value-added solutions addressing client business needs and/or issues;
- Oversee management of client relationships and contract requirements for all product offerings, including managing the delivery of accurate, insightful syndicated, custom research and/or analytic offerings;
- Interpret, analyze and add value to ImpactData and the associated syndicated product offerings to ensure clients acknowledge, understand and apply the key market insights inherent in the data – resulting in client upgrade opportunities and renewals;
- Develop and execute account strategic and tactical plans that insure renewal of existing business and growth based on new product/service sales at existing and new accounts;
- Assist in the final preparation, review and delivery of client deliverables individually or in collaboration with Account Managers and other key staff members;
- Lead or manage Account Manager(s) in executing final production and delivery of all product deliverables and maintain a level of excellence of customer service and satisfaction;
- Strengthen existing client relationships and build expanded relationships with other client decision makers and influencers at assigned client and new target accounts;

- Work with the internal ImpactRx team to identify and drive business unit strategies and objectives, including identifying areas of focus within the marketplace to further enhance and develop competitive product and service offering(s);
- Initiate and leverage customer and competitive intelligence to provide input into our product offerings' ongoing definition, positioning, pricing and distribution strategy;
- Coordinate and collaborate with cross-functional support teams within ImpactRx (such as Advanced Analytics, Account Services and Custom Market Research) to plan, organize and deliver timely, accurate, client focused work;
- Renew existing business and collaborating with Business Development, Market Research and Advanced Analytics to expand business within existing clients;
- Assist in the preparation and delivery of capabilities presentations to prospective clients and lead the data integration process for new clients;
- Conduct ad hoc analyses and special projects from time to time to meet client expectations for product quality and value;
- Help coach, develop and manage assigned Account Managers assisting in preparing them for future career opportunities;
- Proactively continue to strengthen personal and team marketplace knowledge through on the job experience, participation in conferences and symposiums and other forums for professional knowledge sharing.

Qualifications:

- Bachelor's degree required, master's degree preferred with at least 10 years of experience in the pharmaceutical, market research or healthcare consulting industry;
- Broad knowledge of the pharmaceutical industry, with experience in the marketplace;
- Demonstrated strength in business development skills:
 - Performance/results orientation
 - Account management experience
 - Sales, consultative sales or consulting experience
 - Excellent interpersonal, presentation and networking skills
- Appreciation for people/team opinions and encouragement of knowledge sharing;
- Ability to work in a matrix management structure, managing complex relationships and juggling competing internal and external priorities