



Business Development Manager

Bio-economy Skills At-a-Glance



Building skills for Canada's bio-economy

About BioTalent Canada™

Helping Canada's Bio-economy thrive globally

Canada is a world leader in biotechnology—the application of living organisms to industrial, agricultural, medical and other processes and products. To maintain and build on this leadership, the sector needs highly skilled, job-ready people.

By acting as a national hub and central resource for employers, job seekers, students, educators and government agencies, BioTalent Canada helps make this happen.



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About the Bio-economy

The bio-economy involves the research, development, manufacturing and commercialization of technologies and products for such areas as:

- Agriculture
- Aquaculture
- Bioenergy
- Bioinformatics
- Bioproducts
- Biosciences
- Environment
- Food Processing
- Forestry
- Genomics
- Human and Animal Health
- Industrial
- Life Sciences
- Medical Devices
- Natural Resources
- Nanotechnology
- Nutraceuticals
- Pharmaceuticals

Components of the Bio-economy Skills At-a-Glance

The *Bio-economy Skills At-a-Glance* are built around *Key Competencies*. They are *not* complete *Bio-economy Skills Profiles*. They capture the key hard and soft skills required to successfully function in this position. Those key competencies require specific tasks be accomplished in order to attain the desired outcome. More often than not, those key activities are functional in nature and require the application of specific knowledge acquired by education, training or practical experience. In bio-economy companies, those functional competencies may be very broad and diversified, encompassing both scientific and business expertise. Some may refer to functional competencies as hard skills of the position.

The *Bio-economy Skills At-a-Glance* have been developed through secondary research and have NOT been validated by industry. As a result, industry feedback will be greatly appreciated. Please send any feedback to portfolios@biotalent.ca.

The *Bio-economy Skills-At-a-Glance* are useful for such activities as recruiting, professional development, coaching, self-assessment, and many other purposes.

Occupational Description

The Business Development Manager assists in the analyzing, planning, research, and development of the organization's objectives and strategic plans in order to achieve business opportunities, growth, and financial profitability for improvement of the firm's competitiveness.

Potential Professional Background and Education/Bio-economy or Relevant Experience

Education/Certification

- A university degree or college diploma in business administration or in a related field with a specialization in business development, sales or marketing
- May also require a degree in a scientific field related to a specific sub sector

Professional Experience

- Several years of experience are required as a sales/ marketing representative or in a related occupation.

Competencies and Tasks

A Business Development Manager must be able to:

A. Evaluate the firm's business development activities

TASKS
1. Analyse the effectiveness of all business development efforts
2. Conduct research to develop an understanding of trends and issues that may impact firm's present and future products, technology or services
3. Liaise with other departments to assess business development activities
4. Report to senior management on the effectiveness of business development activities and opportunities

B. Lead the development and execution of a business development strategy

TASKS
1. Analyze business and competitive intelligence data to identify existing and new business opportunities and correlate with firm's product/technology service development pipeline
2. Identify customer short and long term needs and requirements
3. Identify commercial opportunities
4. Develop and obtain approval from senior management for business development strategies and plans to achieve growth and financial profitability (i.e.: acquisitions, mergers, and/or divestitures)
5. Implement strategies to bring new products/technology and services to market
6. Partner with R&D, sales and marketing and production management to achieve desired results
7. Develop the strategies of prices, marketing, advertising, and profitability of specific products/technology or services
8. Monitor the execution of plan and budget and adjust as need be

C. Manage business development team

TASKS
1. Select, train, monitor and evaluate team members
2. Assign work and monitor progress
3. Coordinate team development and training activities

D. Build lasting relationships with key stakeholders

TASKS
1. Track and communicate industry changes/trends to senior management and clients
2. Promote firm's products/technology/services to industry trade associations and government agencies
3. Inform clients on status of product/technology/service development pipeline and expected benefits
4. Increase the company's involvement with existing clients and develop multi-tier relationships
5. Develop and manage firm's customer relationship management strategy to increase profitability and reduce operational costs

E. Demonstrate personal competencies

TASKS
1. Lead with confidence
2. Demonstrate teamwork
3. Exhibit sensitivity to cultural and social diversity
4. Be customer service focused
5. Work in a fast-paced environment
6. Follow company's policies and procedures
7. Demonstrate time management skills
8. Manage stress
9. Be a quick learner
10. Communicate effectively and clearly
11. Demonstrate professional attributes
12. Continuously update skills

Strong Board of Directors

The Board of Directors is composed of experts in the field of HR, CEOs, CFOs and CSOs from across Canada with extensive financial and industry experience representing companies and organizations in Canada's bio-economy. BioTalent Canada is not a membership organization and therefore relies on the guidance provided by its dedicated volunteer Board of Directors.

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