

# Head of Business Development



## Job Description

At Lanware, we aim to be the leading technology service provider to the financial world. We enable our clients to drive their business forward by being their trusted technology partner. We're highly selective in our people, the technology we use, the industry and our clients. Lanware people are critical in our mission to grow long term relationships with leading mid-market financial services organisations with whom we have a strong cultural fit and reputation for trusted advice and service excellence.

Lanware's financial services sector clients range from a growing number of independent asset managers, through to insurance companies and specialist banks. By partnering with Lanware the clients benefit from industry experience and being part of a close-knit community of clients with similar needs, cultures and objectives. Lanware's flagship service, Finance Forward 365, is an all-encompassing managed service which delivers high quality user support, the latest modern workplace technology and managed cloud infrastructure all tailored to the needs of financial services.

Following a successful 25 years of Lanware, this role will build on the company's success, and take it through its next phase of growth with full ownership of the business development arm of the organisation. As well as opening up and managing new opportunities to a successful conclusion, the role will play a pivotal role in the strategic direction and evolution of the business at Lanware as a member of the wider leadership team.

The ideal candidate will be a business development professional with at least five years prior experience within a similar Managed Service Provider, perhaps of a larger size than Lanware but with similar service offerings and now looking for an opportunity in a smaller more dynamic fast growing IT service provider with ambitious plans. The successful candidate will be first and foremost a highly driven, hands-on, new business focused individual that will be Lanware's primary source of new logo strategic client opportunities but will also be accountable for the business development function, building a small team and fundamentally shape Lanware's next stage of growth.

## Key responsibilities

- Business development, industry networking and generation of own leads;
- Leadership of business development function and building a small team
- Membership of the wider business leadership team
- Qualifying and prioritisation of marketing generated and own leads;
- Develop a compelling business case for potential new Lanware customers;
- Sales strategy development and creating new business opportunities using identification and nurture of target accounts;
- Manage and develop a network in line with the Lanware referral and advocacy programme;
- Respond to requests for proposals for new managed and cloud based services;
- Supporting bid management for strategic Lanware deals through to conclusion;
- Working collaboratively with the wider organisation to develop the commercials around new services to new clients;
- Supporting the pricing, negotiation and drafting of contracts for the supply of professional services and managed services and the on-going commercial management of the delivery of Lanware services against contracts;
- Supporting marketing to develop specific marketing campaigns & opportunity generation strategies required to develop new business clients;
- Utilising CRM tool and track all opportunities and prepare and provide regular pipeline progress reports to senior leadership team;
- To monitor the implementation and ongoing application of Lanware's information security management processes within your remit;
- Responsible for the management & development of select accounts;
- Following the Lanware qualification process and applying sales techniques to close opportunities.

## Person specification

- Experience of winning & developing, profitable client relationships;
- Experience of technology, ideally selling outsourcing and IT managed services;
- Experience of working within and selling complex solutions to the finance sector;
- Experience managing and developing a small sales team;
- The business acumen, industry knowledge and strategic thinking to support business strategy planning

- Strong command of the consultative sales process;
- Proven results-driven sales track record;
- A hunter not a farmer, eager to achieve through your own efforts as well as working with others;
- Good understanding and track record of competing against managed services organisation that have included the financial services industry;
- Track record of working with and achieving agreed business development targets;
- Creation of sales documentation/proposals to high written standard;
- Ability to discuss complicated technical issues without needing to understand the underlying technology;
- Good communication skills with the ability to communicate with all levels whether to a technical or non technical audience, a confident presenter
- Strong interpersonal skills.
- Self-starter, happy to network in the industry and drive activity.

### **Additional information**

- All candidates must be willing to work in/relocate to London.
- A flexible work ethic is required to meet client needs

### **Reporting lines**

- The role will report into the Managing Director.
- Equity incentives will be on offer to align with other key staff in the business on the same journey.