



**Company:** Westbay Instruments  
**Job Title:** Business Development Manager  
**Reports to:** General Manager

### Position Summary

The Business Development Manager (BDM) is a highly engaged senior leader who develops both short and long-term revenue and profitability strategies. The BDM acts as the first point of contact when a new client is seeking customized solutions and for Westbay to grow profitably the BDM will use all tools within his/her toolbox to identify, cultivate and grow partner relationships and key customer contacts within well - defined verticals where Westbay Instruments can be most successful. As a seasoned networker and in combination with stellar sales approaches you will have both international and domestic markets in which to develop opportunities. Additionally, you are comfortable with responding to RFP's, tenders and new territory development and expansion plans. Based in Western Canada the position will report directly to the Company's General Manager with a dotted-line reporting responsibility to the Nova Metrix Global Sales & Marketing Manager.

**This position can be located anywhere in Canada, responsible for North American territory.**

### Key Responsibilities

- Identify markets, prospects and projects that focus on business growth;
- Identify and align business strengths and customer needs;
- Expand and focus within key verticals by leveraging new and existing relationships;
- Maximize field and customer facing time coupled with key industry events and opportunities;
- Partner with distributors, and influencers within academia, industry, science and key verticals;
- Negotiate, set realistic expectations and project lead times with the Operations Manager
- Research business opportunities and viable revenue streams;
- Follow industry trends locally and internationally;
- Review contracts and provide commercial feedback prior to contracts being sent to Nova for Legal review;
- Report on successes and areas needing improvement;
- Lead and be the point of contact for all key client matters and ensure client success is achieved;
- Coach, support and direct a small sales team including administration and technical sales
- Work with internal teams and division support and leadership;
- Identify product improvements and new products based on customer needs and market trends to help prioritize engineering projects by remaining current on industry trends, market activities, and competitors;
- Prepare regular reports of progress and forecasts to internal stakeholders using key account metrics;

### Experience, Skills and Education

- Minimum of 4-6 years of experience in sales to civil engineering or construction verticals;
- Advanced degree in engineering, science or equivalent industry experience;
- Experience conducting business in both Canada and the USA;
- Understanding of manufacturing, supply chain and production;
- Two to five years in sales management and staff support;
- Key account management with companies who have multiple sites and complex projects;
- Advanced communication and interpersonal skills with an aptitude towards building dynamic customer relationships;
- Exceptional verbal and written communication with a proactive ability to update, respond and assemble resources;
- Project management approach to large scale projects often involving multiple stake holders and customized approaches;
- Skilled negotiation and problem solver who can craft mutually beneficial outcomes;
- Ability to travel up to 40-50% in both Canada and the USA;

### Company Background

Westbay Instruments is a highly recognized and respected supplier of multi-level ground water monitoring. The company's products facilitate the monitoring and sampling of water from various depths of wells found in many unique terrains around the globe. Our instruments and solutions have been applied in "game - changing" applications including - environmental analysis, hydrogeological measurements and pure research. Westbay designs, manufactures and sells these highly specialized instruments directly and through world-wide network of distributors. For more information please visit [www.westbay.com](http://www.westbay.com).