



## **Business Development Executive**

### **Location: US and/or Western Europe**

#### **About TM Forum:**

TM Forum is the global member association for digital business. We provide a platform for hundreds of global members across a wide range of industries – communications, technology, cities and municipal government, insurance, healthcare, and so on – to collaborate and partner to co-create, prototype, deliver, and monetize innovative digital services for their billions of customers.

Our vision is to drive the next wave of digital business growth – the digitization of every industry – by providing a common innovation platform to connect businesses, industries, and ecosystems. We do this in a highly practical and agile way through collaboration programs and communities which lead to rapid prototypes – ranging from digital business models to interconnectivity APIs – that have real world commercial applications. Complementing our collaboration programs, the Forum provides thought-provoking digital business research and publications, industry best practices and standards along with training programs to accelerate adoption, and events and workshops which connect top business & IT leaders to learn, network, and develop meaningful partnerships.

#### **Position Summary**

This is a sales role covering two primary areas and a successful candidate may focus on just one area or both depending on skills, experience, and TM Forum needs:

1. New Member Acquisition
2. Member Care & Renewals

The successful candidate must have broad experience in the telecommunications industry (service providers and/or suppliers). Experience in other industries (e.g. Smart Cities, Finance, IoT) now increasingly part of the global communications eco-system will be helpful in bringing new members into the TM Forum family. Exceptional communication skills are essential, as this role requires daily communication with senior executives, business unit leaders and technology specialists in very large and mid-sized corporations. The successful candidate will have significant experience in prospecting in target markets, leveraging his or her own extensive network to build a strong pipeline of companies interested in, and able to take advantage of, the benefits of membership in the TM Forum.

Travel within your assigned region is frequent (up to 40%), with occasional travel to other regions.

Strong account planning and management skills are essential as well as disciplined use of sales management tools including Salesforce and data reporting tools.

#### **Specific Responsibilities:**

- Meet or exceed the sales and revenue targets for New Membership Acquisition and/or Membership Renewals

- Provide strong relationship management (Member Care) of existing Members addressing key members' issues and inquires, drive increased member engagement with the TM Forum, and achieve churn reduction targets
- Build a strong pipeline of qualified prospects largely using your own personal network
- Raise the profile of the TM Forum through active participation in relevant 3<sup>rd</sup> party industry conferences and other trade associations.
  - Drive pipeline and results by targeting events where an appropriate mix of existing members and prospects are speaking, exhibiting or attending.
- Work closely with senior sales leadership to identify new revenue opportunities, set and manage revenue targets and support other members of the sales team as necessary
- Work closely with our Product House (Program Management), and Marketing to ensure that the voice of the customer is clearly heard and reflected in our value propositions, marketing positioning and collateral.
- Create and maintain accurate and comprehensive records of progress within opportunities ensuring that the company is able to more accurately forecast volume and timing of revenues
- Work closely with the leadership team to drive productive relationships with the executives in our member companies
- Use your substantial knowledge and experience to demonstrate credibility as a trusted advisor with strong consultative selling skills.
- Stay abreast of industry trends that present new challenges to our members and new opportunities for the TM Forum.

#### **Skill Requirements:**

- BS in Business or related field and/or relevant business experience
- 10+ years of successful sales of hardware, software or services primarily in the telecommunications industry
- Demonstrated experience in achieving sales and revenue targets
- Must be results oriented, work with a strong sense of urgency and able to press for closure
- A customer focused individual; able to hear and understand customer needs; develop and propose creative solutions to maximize growth of new business
- Excellent working knowledge of Microsoft Word, Excel, and PowerPoint
- Strong computer skills and ability to use other in-house support and reporting tools
- Ability and willingness to learn quickly
- Strong interpersonal, communication and organizational skills
- Ability to work with colleagues across multiple time zones and cultures
- Strong account planning and management skills are essential as well as disciplined use of sales management tools including Salesforce and data reporting tools

For immediate consideration, please email your resume to [recruit@tmforum.org](mailto:recruit@tmforum.org).  
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