

# DIRECTOR OF NEW BUSINESS DEVELOPMENT

Gielissen | Remote/in Las Vegas, Chicago, Atlanta, Dallas, or Houston.







# Gielissen

Building  
unforgettable stories

Gielissen was established in 1937 as an exhibit builder based in Eindhoven, Netherlands. Since that time, we have grown to become an international market leader. Gielissen is ranked in the top 5 largest display houses in Europe. Throughout our growth, Gielissen has succeeded without forgetting who we are and where we came from. With a sound basis, we deploy creativity to bring brands to life. And we do this like no other company.

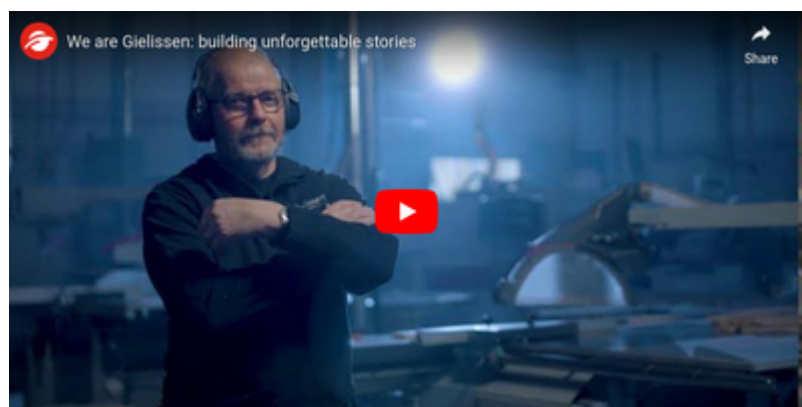
In 2019, Gielissen acquired Elite Exhibits in order to expand its activities in North America. Gielissen had a small presence in the US for many years. In addition to the Netherlands and the US, we have operations in Germany, Belgium, the UK, and the UAE. Gielissen works with national and international clients globally. Our mission is to create unique and inspiring environments that communicate impactful branding messages; Gielissen's offerings include branding and marketing strategies, design services, trade show exhibits, show management services, corporate interiors, and events. Gielissen has revenues of exceeding €125 million (US \$135 million) with strong profits and a healthy balance sheet. It employs roughly 350 professionals and manages over 1500 projects annually worldwide.

The Gielissen, North America division is Headquartered in Flowery Branch, GA, 45 miles north of Atlanta; engineering, design, fabrication, construction, warehousing, shipping, and receiving are handled from its state-of-the-art 165,000sf facility. Gielissen recently opened a new office and warehouse in Las Vegas, NV., which will play a key role in its future growth. We offer clients a wide range of displays, enabling their businesses to stand out at trade shows. Common booth types offered include Portable Displays, Modular Inline Displays, Custom Island Exhibits, and Double Deck Exhibits.

There are substantial growth opportunities for Gielissen in North American. We are seeking a committed individual who has a high level of ambition to help build Gielissen into a major player in the events and exhibits industry and enter a new decade of sustainable growth.

## Company Culture

- Collaborative: high level of communication with colleagues and customers.
- Team-oriented: "can do" attitude. Willing to work the extra hours as needed.
- Customer-centric always.
- Transparent with all customer contracts and invoicing.
- Employee work-life balance is essential to the success of this position.





## POSITION SUMMARY

The Director of New Business Development holds the responsibility for discovering and contracting profitable new business opportunities. Building relationships and expanding the pipeline to bring in new prospects is all part of the expectation we have. Services to be sold include trade show rental and/or custom exhibits, corporate events, and special events. The right person is always looking for new sources to build revenue.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- Continuously solicit and generate new business opportunities for new customers. Utilize cold calling efforts, networking, on-site selling efforts, follow-up of company leads, industry events, etc. to develop, nurture and close new business.
- Continuously develop and grow business with existing customers. Penetrate different divisions and subsidiaries and work to sell Gielissen products and services that are not being utilized by customers.
- Generate prospect lists for targeting services.
- Develop long-term customer relationships.
- Become knowledgeable of your client's businesses, offering expert guidance. Know their products and services and have a basic understanding of their marketing strategy, especially as it relates to face-to-face marketing.
- Work within the proper CRM program (Acumatica), providing up-to-date information on sales activity.
- Works closely with other sales staff to complete estimates efficiently and on time.
- Responsible for writing and submitting RFPs during the bidding phase of the project.
- Attendance of scheduled sales meetings as mandated by his/her manager.
- Travel for contracted projects to include set up and tear down of booths, supporting customers as needed during all exhibition hours.
- Domestic travel as required. Possible international travel for specific projects.
- Performs other duties as assigned.

## QUALIFICATIONS

- A Bachelor's degree is preferred.
- 5+ years of Business Development experience.
- Industry-specific experience of 5 years is required.
- Excellent organizational skills and attention to detail.
- Proven ability and track record of performing work and meeting deadlines with minimum to no supervision.
- Coordinate and work well with others.
- Willingness to develop sales and customer service skills.
- Must possess excellent communication skills-written and verbal.
- Proficient with Microsoft Office or related software.
- Working knowledge of how a CRM works. Gieliseen utilizes Acumatica as our CRM.



## KEY CHARACTERISTICS

- Seeking a dynamic business development professional with an entrepreneurial spirit to grow the corporate meetings & events, and exhibition sectors for Gielssen.
- A vibrant and forward-thinking business development professional, experienced in outbound sales and acquiring a new business with the corporate meetings & events, and exhibitions industries.
- This individual possesses a unique blend of proactive initiative and a results-oriented mindset, adept at navigating the challenges of an entrepreneurial landscape.
- This professional is known for their agility and adaptability, thriving in environments where change is constant.
- Strong desire to be a part of building a brand and creating scalable sales strategies and practices.
- Outstanding communication and presentation skills and strong cross-functional collaboration skills.
- They are quick to anticipate market shifts, industry trends, and competitive landscapes, allowing them to position the business for sustainable growth.
- Unafraid of taking calculated risks, they leverage their keen business acumen to turn challenges into opportunities.

## TOP PRIORITIES (first 6 months)

- Understand Gielssen; the organizational structure, how we operate, the core services, key partners, and the value proposition.
- Develop a proactive business development strategy.
- Activate the business development strategy.
- Participate in industry events, customer networking, set customer meetings, and conduct presentations.
- Build a strong pipeline of new business opportunities.
- Convert short-term new business opportunities and advance long-term opportunities.



### **Andrea Christopherson**

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**If interested in learning more about this great opportunity, please send your resume to our SearchWide Global Executive, Andrea Christopherson.**

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