



Center for Educational Leadership and Technology (CELT)  
65 Boston Post Road West  
Marlborough, MA 01752  
508-624-4474

## **Executive Vice President for Business Development – Integrity Division**

### **SUMMARY**

Established Education-based IT Managed and Professional Services provider seeks energetic, solution-based Business Development executive to execute the strategy for a line of business that provides meaningful IT support for school districts and other learning organizations. Individual will have extensive experience in the K-12 education sector with a thorough understanding of managed IT solutions. The successful candidate must have a deep understanding of the Federal E-Rate program, as well as experience instructional and administrative systems - Student Information Systems, Learning Management Systems, virtual learning, home/school portals, teacher effectiveness tools, and data management and visualization. Individual will focus on aggressively growing the business by raising its corporate visibility, improving sales operations efficiency, managing a robust customer relationship management system, ensuring customer satisfaction and care, and overseeing cost-effective management of marketing and sales activities. This position will be based in our Marlborough, MA corporate office, reporting directly to Integrity's Executive Director. Local travel within Massachusetts will be expected up to 75% of each month.

### **RESPONSIBILITIES**

1. Identify and develop new sales opportunities through networking, client visits, and cold calling.
2. Manage Integrity's Customer Care Program and develop metrics for customer satisfaction and support.
3. Plan, develop, and implement strategies for generating new revenue from existing clients.
4. Direct and oversee the sales process, including training and motivating sales staff.
5. Define prospects, schedule appointments, prepare and deliver sales presentations, and close sales.
6. Provide quotes to prospects as needed and follow-up on qualified leads.
7. Review sales activity reports and financial statements to determine progress and status in attaining objectives and revise objectives and plans in accordance with current conditions.
8. Develop a multi-year plan for sales and marketing strategies.
9. Help identify needed programs and services, along with supporting promotional materials.
10. Collaborate with staff for events and outreach activities.
11. Roll-out new services and programs to existing customers and oversee marketing/sales strategy for qualified prospects and new leads.
12. Present Sales forecast and Business Development Status Reports to CEO and Integrity Leadership Team.
13. Coordinate and attend conferences and trade shows for lead generation and corporate visibility.
14. Maintain accurate information and activity tracking in CRM.
15. Lead Integrity's social media presence.

16. Manage multiple and concurrent initiatives and ensure QA.
17. Drive improvements to current service offerings that will increase the value of those programs and services to our clients.

## **EXPERIENCE and SKILLS**

- Bachelor's Degree from accredited 4-year college or university
- Meaningful experience with K-12 education technology sales and marketing
- Entrepreneurial and goal-oriented thinker
- Ability to apply energy and creativity to meeting sales goals
- Poised and articulate with outstanding written and verbal communication skills
- Demonstrated time management and prioritization skills
- Strong interpersonal skills
- Aptitude for operating in a changing environment that requires innovative approaches and customized solutions to meet customer needs and challenges.
- Technology aptitude and ability to converse with customers of all technical levels about how technology is impacting their business.
- Experience with current social media technologies
- Devotion to excellent relationship management

## **COMPENSATION**

- Compensation package that includes a competitive base salary, performance-based incentives and commissions, and a corporate bonus / profit sharing plan.

## **CONTACT**

For consideration, send a resume, cover letter, and salary history to David Krongard at [dkrongard@celtcorp.com](mailto:dkrongard@celtcorp.com), please no phone calls. **Salary history required for phone screening.**