



Job Description

Job Title: Business Development Manager-EU
Reporting to: Country Lead – BE-NL
Location: Homebased-Remote

Job Purpose:

Responsible for driving sales and business development of the SANS product portfolio across the EU-Institutions in Belgium in accordance with agreed revenue, costs, budgets and profit margin targets. This includes developing existing relationships with key EU-Institutions and Agencies whilst also identifying and pursuing new opportunities from prospect to partner and to fully represent and build the SANS brand across the EU Institutions in accordance with the SANS' brand values and mission statement.

Main duties and responsibilities:

Business Development

- Accountable for the management and growth of existing EU Institutions and Agencies.
- The ability to engage, brief and influence EU officials and leaders as to the benefits of the SANS approach to help them understand the value and impact of the SANS Training Model.
- To fully understand the SANS portfolio to generate quality opportunities, differentiating the SANS offering against those of our competitors.
- To follow and understand the latest trends and developments in the Cyber Security industry including the rapidly changing regulatory landscape, e.g. NIS 2.
- To effectively articulate the SANS business strategy within mainland Europe & that of the wider SANS brand.
- To conduct face to face meetings with officials from the EU-Institutions and other agencies and to target prospective customers (when appropriate and safe to do so).
- Responsible for forecasting sales on a monthly basis in line with business CRM processes.
- Represents SANS, translating Cyber Security industry developments into customer driven solutions.
- On-Board newly acquired Institutions or agency's from across the EU-Institutions.

Client Relationship Management

- Responsible for the management of all selected EU-Institutions and agencies.
- To operate as a single point of contact for key stakeholders across the EU-Institutions.
- To provide executive involvement in key accounts, managing and developing existing client relationships.
- To conduct regular and in-depth Customer Reviews with EU-Institutions.
- Responsible for customer success and satisfaction and ensuring a first-class customer experience for existing new engagements.



Sales Administration & Process

- To monitor payment of customer invoices ensuring outstanding invoices are settled in a timely manner.
- Support SANS broader marketing campaigns and SANS event program to help deliver revenue growth targets.
- To successfully develop and drive sales plans, using agreed methodologies.
- To embrace and adhere to agreed sales processes and procedures.

Other

- To manage and deliver agreed targets, KPI's and other set objectives.
- To take ownership of the EU tender process for any prospective customer procurement opportunities as and when applicable and to drive these through to submission.
- To define and develop peer and executive relationships with the wider SANS teams and to leverage this to support the development of SANS engagement with the EU-Institutions and Agencies.
- To build and maintain the SANS brand and mission.
- Carry out additional responsibilities as requested by the SANS Leadership Team.