

# CONNOR SCOTT

## Business Development Manager

1515 Pacific Ave, Los Angeles, CA 90291, United States

[email@email.com](mailto:email@email.com)

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Place of birth ..... *San Antonio*      Nationality ..... *American*  
Driving license ..... *Full*

### LINKS

*[Visualize.me](#), [Linkedin](#)*

### PROFILE

*Focused Business Development Manager with 10 years work tenure and exemplary planning and implementation capabilities. Highly-trained in data science and market intelligence analytics with an in-depth understanding of client requirements gathering and market categorization. Certified Business Development Manager (CBDP) and currently completing a Master's Degree in Business Administration.*

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### EXPERIENCE

❖ **Senior Business Development Manager, Twizza Beverages** ..... Jan 2018 – Present  
Springfield

*Created an automated customer acquisition strategy that generated continuous monthly growth of at least 11% by improving sales funnel conversion rates.*

- Develop new customer development strategies to capture market channels and increase client penetration
- Implement and execute marketing activities to increase branding and recognition programmes
- Build corporate relationships with customers and industry associations
- Suggest improvements in business strategies based on customer feedback mechanisms
- Expanded business development aligned to overall company goals
- Instrumental in developing initiatives for new projects together with the product development team
- Directed all meetings and produced presentations for clients
- Supervise, direct and oversee a team of account executives
- Approve budgets and conduct financial due diligence exercises
- Responsible to create training programmes and course design for all account executives

❖ **Global Business Development Manager, AHA Chemicals** ..... Apr 2016 – Dec 2018  
Reston

*Significantly improved market share in Asia by adding 200 revenue generating outlets during the last 12 months.*

- Establish relationships with potential clients and facilitate integration with partner service solutions
- Assist in marketing strategy development for national and regional divisions
- Leverage new opportunities via the execution of new business projects
- Streamline profit margins through price adjustments and cost reduction analysis.
- Collaborate with the marketing team to successfully present and promote products.
- Conduct business analysis to deploy customized solutions for prospective clients
- Represent the company at conferences, meetings, and industry events
- Facilitate service level agreements and contract negotiations

❖ **Assistant Business Development Manager, Quantico Engineering** ..... Jan 2012 – Dec 2015

*Exceed partner development sign-ons by 25% during Q3 and Q4 of 2015.*

- Conduct business development and execute business strategies to develop new market channels

- Develop strong relationships with sales managers, customers, and industry leaders
- Assist with branding and introducing new products to client markets
- Research to analyze competitor products and services
- Cultivate relationships with prospective new clients by introducing sales consultants to them

## EDUCATION

❖ **American Institute for Business Management and Communication** ..... Jan 2018 – Apr 2019  
 Certified Business Development Manager ..... Seattle

❖ **Harvard University** ..... Jan 2016 – Apr 2017  
 Masters in Business Administration

❖ **University of Detroit** ..... Jan 2016 – Dec 2018  
 Bachelor's Degree in Sales and Marketing ..... Detroit

GPA: 3.8

Majors: Strategic Management, Marketing Management

Minors: Mergers, Acquisitions, and Business Valuation Analysis

Accolades: Deans Honors List

## SKILLS

Account Management ..... <i>Experienced</i>	Brand Management ..... <i>Experienced</i>
Client Relationship Management ..... <i>Experienced</i>	Business Development ..... <i>Experienced</i>
Communication and Presentation ..... <i>Expert</i>	Market Research ..... <i>Experienced</i>
Data Analytics ..... <i>Experienced</i>	Integrated Marketing ..... <i>Experienced</i>
Contract Negotiation ..... <i>Experienced</i>	Roadshows ..... <i>Experienced</i>

## EXTRA-CURRICULAR ACTIVITIES

❖ **Mentor** ..... Jan 2019 – Apr 2019  
 Maven ..... Online

*Act as career coach and mentor to sales and marketing graduates from Henley University in the United Kingdom.*

- Proofread dissertations and proposals
- Interview Training
- Resume Design
- Self Awareness Coaching

## LANGUAGES

English ..... *Native speaker*      Russian ..... *Highly proficient*  
 Dutch ..... *Highly proficient*

## HOBBIES

*Art, Writing, Basketball*