

# VICE PRESIDENT, CORPORATE BUSINESS DEVELOPMENT



legacybowesgroup

A Career Partners International Firm

Our client, a rapidly growing commercial airline company, is seeking a **VP, Corporate Business Development (CBD)** who will be responsible for all revenue generating aspects of the airline. The CBD role encompasses all elements of commercial business decisions involving charters and potential new routes, charter revenue management, negotiating charter and medevac contracts, scheduling, strategic alliances, charter sales, and brand management, while overseeing multiple divisions, product development, and charter customer service.

The VP Corporate Business Development will be responsible for developing and implementing a comprehensive internal and external marketing plan that will directly increase revenues and profits while upholding the mission and values established by the organization. The VP CBD is accountable for creating and sustaining a market focused customer organization. The successful candidate will excel in demonstrating and applying strategic leadership qualities with uncompromised integrity that ultimately result in developing customer understanding, competitive knowledge, and market effects to identify, create, develop, qualify, and win new business opportunities to achieve or exceed financial objectives.

The VP CBD will collaborate with senior management and all relevant stakeholders to build successful corporate ventures that are results-driven.

## Duties & Responsibilities

- Meet and surpass business revenue sales targets, profit margins and cash flow
- Improve efficiencies through the implementation of new tools and technologies ensuring the cost efficiency plans are driven
- Ensure effective operational controls, administrative, and reporting procedures are in place
- Measure areas of responsibility effectiveness of internal and external processes, producing timely, accurate, and complete reports on the operating condition of the company
- Work with executive team to develop corporate and business level tactics and communicate key positioning and performance metrics to financial and strategic constituencies
- Monitor interactive advertising trends to drive company strategy, development, and positioning
- Negotiate corporate and business development transactions
- Establish relationships and partnerships with aviation stakeholders
- Develop financial forecasts and budgets for assigned areas of responsibility
- Track and review results versus plan, and forecast for monitoring performance and compliance
- Build financial models to validate the costs/benefits of existing practices, considering budget, organizational impact, and financial reward
- Conduct due diligence on corporate capabilities, distribution/marketing channels, and strengths and weaknesses, to provide strategic insights and recommendations

## Leadership

- Focuses on strategic goals and creates team alignment
- Promotes organizational mission and goals, and emulates how to achieve and maintain
- Influences others to act in support of ideas, programs, and causes
- Participates in streamlining business processes to ensure efficiency in the organization
- Carry out feasibility studies/business plans for product or service improvement, customizing, re-modelling and new product/service development
- Raises teams to a higher performance through vision, passion, inspiration, and consistently balancing business results with impact on people

## Education & Experience

- Minimum 5 years' Management experience
- Strong knowledge of the Aviation industry
- Post-Secondary education is an asset
- Financial experience is considered an asset
- Proficient in the use of the Microsoft Office Suite
- Excellent written and oral communication skills in English; additional language skills considered an asset
- Cultural Awareness Training is an asset

## Skills & Abilities

- Demonstrated ability as a leader who can empower teams to challenge status quo by sponsoring change, embracing simplicity, optimism, and a positive mindset
- Solid Interpersonal skills that allow one to work effectively in a diverse working environment
- Ability to build and maintain lasting relationships with all departments, business partners, and customers
- Display high degree of judgment, discretion, and confidentiality
- Highly respectful of Indigenous people, culture and needs
- Highly flexible with the ability to respond quickly in a dynamic and changing environment

If you would like more information about this position, please contact **Lisa Cefali, Partner, Executive Search & Strategic Development**, Legacy Bowes Group at (204) 934-8833.

If you believe you can make a strong contribution as the **Vice President, Corporate Business Development** please submit your resume in confidence to [Lisa.cefali@legacybowes.com](mailto:Lisa.cefali@legacybowes.com) quoting position #183245.



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