

# Director of Business Development

## Position Summary:

Local entrepreneur who specializes in innovative product design seeks a fellow entrepreneurial mind to monetize all new product offerings. As Director of Business Development you will be tasked with maximizing the sales potential of these new products. You will have full collaborative input to all business related endeavors such as marketing, advertising, logistics, and finance to accomplish this goal. Lean startup principles should be embraced to minimize initial resources for efficient and successful product rollouts.

## Responsibilities:

- Develop and manage branding for niche consumer products
- Create and execute marketing campaigns
- Produce and promote product websites
- Establish and maintain distribution relationships
- Generate demand and fully exploit all sales opportunities

## Key skills:

- Creativity, inventiveness, and ingenuity
- Enthusiasm and passion for accomplishment
- A self-starting independent spirit
- Must be able to TAKE INITIATIVE and achieve goals without direct instructions
- Familiarity with the book '*The 4-Hour Workweek*' will be helpful
- Mastery of the internet is essential
- Prior experience monetizing consumer products would be ideal

## Contact:

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