

# Sr Manager / Director of Business Development

Golden Arrow America - New York, NY

## Job Summary:

Golden Arrow Technology America is looking for high energy, experienced Business Development talent with a passion for success in business with sustainable packaging products. The ideal candidate would have strong interpersonal / communication skills, a focus on our company values, and a good understanding of packaging for the cosmetics, luxury products, and consumer product industry. Diversified experiences among sales, marketing and strategic business development are important aspects of the position, along with the organizational skills to manage and deliver on customer requirements to ensure customer satisfaction and ultimately win the business. The industrial experience with market trends, targeting relationships, program management and using proven methods to develop the business strategy and commercial roadmap toward the corporate goal of Golden Arrow.

## JOB RESPONSIBILITIES: **Business Development / Sales & Marketing**

- Develop a dynamic business roadmap that integrates Golden Arrow's vision, mission, and corporate strategy
- Seek out and convert potential clients to develop long-term relationships and strategic partnerships
- Use market and competitor knowledge to develop and present unique pitches that speak to the client's specific objectives, needs, and concerns
- Manage new and existing clients to ensure customer success and satisfaction
- Demonstrate a strong understanding of our products and competition, particularly in the cosmetics and luxury consumer product industry
- Identify opportunities for campaigns, services, and distribution
- Consult subject matter experts to develop new services, products, and distribution channels
- Partner with Golden Arrow teams to strategize and collaborate on design ideas to ensure all customer requirements and goals are met
- Attend industry functions to provide feedback and information on market and creative trends, latest industry development, and corporate competitors
- Maintain strong PR focus around the packaging industry and its effects on the environment
- Leverage Golden Arrow's environmental initiatives and connect to key needs within the customer industry

## JOB REQUIREMENTS:

- Minimum of 10 years of managerial or executive experience in business development and marketing in consumer packaging/cosmetic industry business development in America and/or Europe markets
- Bachelor's degree from an accredited college; a printing or packaging related background is a plus
- Excellent oral and verbal communication skills in English and French; Mandarin will be a plus, but optional
- Strong organizational skills and ability to handle multiple responsibilities within an appropriate timeline
- Proficiency in office software and project management tools
- US citizen or resident with legal work authorization
- Able to travel internationally and domestically (25%)
- Experience in digital marketing is a plus

## How You Will Be Successful:

- Challenges standard practices, and applies new and different ways of thinking to generate new opportunities
- Strong customer empathy to find solutions to customer challenges
- Savvy collaborator who builds rapport easily and collaborates across a complex structure
- Builds and initiates long-term partnerships within GA team and other and with cross-functional stakeholders in support of overall company financial goals

- Builds and develops diverse and inter-connected teams
- Demonstrates flexibility and is able to lead teams in ambiguous situations
- Displays ability to leverage knowledge of organization and industry
- Recognizes and acts quickly on short-term opportunities consistent with the company's strategic direction
- Provides clear direction to direct reports, managers and peers

#### **About this company**

Golden Arrow America is a sustainable packaging solution provider specializing in environmentally-friendly molded fiber pulp packaging & printing product design and manufacturing since 1986. We are a Leading Green Packaging Technology Company in sustainable packaging and some of our customers are global leaders in their respective industry. We produce custom molded fiber pulp products for protective packaging requirements in a wide range of applications. We provide end to end customer support with program management, design, assembly/kitting and logistics. GA has a customer support and program management office located in Saratoga, California and has design and manufacturing centers in Shanghai, Taipei, Saratoga and Chongqing. We are proud to do our part to contribute to an eco-friendly, sustainable planet.

For more information about GA, please visit our website

<https://www.goldenarrow.com>