

## Position: Director of Business Development

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***A leading Northern California Investment Banking and Private Equity firm is seeking a proven Business Development professional to expand its position as a market-leader by spearheading its business development and new client acquisition efforts.***

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**Company:** DCA Partners, LLC helps business owners and management teams maximize the value of their business at all stages of its lifecycle. We have four distinct operating groups that Companies can call on depending on their specific need at the time:

1. Buy-side M&A Advisors: Help companies grow through acquisition
2. Strategic and Operational Consulting: Improve organic growth and internal operating effectiveness
3. Private Equity: Provide equity capital to help fuel growth or enable an ownership change
4. Sell side M&A Advisors: Ensure businesses get a premium value in an ultimate sale

**Responsibilities:** The Director of Business Development will work closely with the Partners of the firm to promote the brand and service offering awareness of the firm with a goal of maximizing the quantity and quality of qualified business opportunities across all four of DCA's business segments.

**Core Activities:** The Director of Business Development will be the lead person focused on enhancing DCA's brand awareness, service offering positioning and messaging, and lead generation and qualification. Specifically, he/she will spend time doing the following:

### **Business Development (Primary)**

- Research potential companies that are good candidates for DCA's service(s)
- Conduct direct outreach (cold calls and follow-up) to Company executives to assess DCA's ability to add value to the Company's stated objectives
- Maintain database of local companies, referral sources, and other relevant persons – and manage communications with all such people to keep DCA top-of-mind
- Meet with local businesspeople who may be candidates for DCA's services
- Coordinate follow-up meetings with appropriate DCA team member and manage lead qualification and sales process
- Along with other DCA team members, develop strong relationships with strategic referral partners to keep DCA top-of-mind, and enhance the likelihood of them referring future business to DCA
- Oversee content development and marketing materials for DCA Success Series events

## Marketing (Secondary)

- Work to optimize Firm and product messaging
- Maintain and develop content for the Firm's website and other marketing materials
- Develop content and media opportunities to help enhance DCA's position as experts and thought leaders
- Assist with, and organize, community events which promote DCA's position as a community-minded and caring organization
- Develop webinars with DCA professionals and strategic partners to showcase DCA's expertise and/or enhance the relationship (i.e. value-add) with a strategic partners
- Along with other DCA team members, develop strong relationships with strategic referral partners to keep DCA top-of-mind, and enhance the likelihood of them referring future business to DCA
- Conduct direct outreach to Company executives to assess DCA's ability to add value to the Company's stated objectives

**Desired Results:** The Director of Business Development will be considered successful when their efforts have meaningfully contributed to the following:

- Securing 18 high-quality business opportunities for DCA Partners (measured by the number of meetings set up with Ron, Curt, or Steve with business owners / executives, where the source of the lead was not one of the Company's identified "top 30" strategic relationships)
- Securing 24 high-quality potential investment opportunity leads (measured by Companies who execute an NDA with DCA and provide financials and other preliminary information)
- Enhancing DCA's brand image and community reputation
- Orchestrating 3 successful Success Series events and at least 4 webinars per year
- Enhance the firm's brand messaging, product positioning and market awareness
- Enhancing the organization and professionalism of the sales and marketing process and materials

**Required Skills and Experience:** The optimal candidate will bring to DCA the following skills, experience and characteristics:

- BS or BA in marketing, finance, accounting, business, journalism, or a related subject
- At least 3 years in a sales, marketing, accounting or business development role
- Proven track record of success
- An ability to quickly relate to people and instill a sense of trust and credibility
- An ability to build and maintain strong relationships
- Burning desire to be successful
- History of ethical and professional conduct
- Excellent written and communication skills
- Willingness to take risks

- Outgoing personality, without being overbearing
- Naturally inquisitive and a good listener
- Willing to take initiative and talk to people you don't know (e.g. make cold calls to executives and go to events where you may not know anyone)
- Solid organizational skills and follow-through
- Dedicated and competitive
- Genuine interest in helping people
- Willingness to invest in yourself and relentless desire to learn and improve

**Compensation:** Competitive Salary + annual bonus depending on individual and Company performance. Health insurance and 401(k). Other benefit details can be provided as appropriate.

For more information, please contact [careers@dcapartners.com](mailto:careers@dcapartners.com).