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## National Auto Auction Association Job Description

**JOB TITLE:** Senior Director, Business Development

**REPORTS TO:** Vice President, Auction Data Solutions

**EMPLOYMENT STATUS:** Full-time, Exempt

**LOCATION:** Frederick, Maryland

### POSITION SUMMARY:

The Senior Director of Business Development is responsible for shaping and growing NAAA Service Corporation's auction data solution business which is comprised of a diverse clientele of industry-leading companies. The role is also responsible for developing, launching, and overseeing NAAA's industry partner/member benefits program. Both areas of responsibility are integral to supporting the National Auto Auction Association's mission to advocate, promote, and address the needs of association members.

The role requires an experienced professional adept at anticipating and understanding industry needs to develop mission-critical auction data solutions, and one skilled at fostering strong partner relationships that enrich NAAA member business operations.

### RESPONSIBILITIES:

- Responsible for the management of all strategic and operational business development activities.
- Grow auction data solution business by identifying innovative use cases and new business opportunities.
- Qualify potential opportunities by analyzing proposed client use cases and ensuring they adhere to NAAA's data-specific mission statement and internal data governance policies.
- Close new business deals by coordinating requirements, developing and negotiating contracts, and integrating new contracts into business operations.
- Manage related CRM activities and ongoing client data management.
- Act as a key contributor in the development of future product strategy, pricing, and product enhancements.
- Oversee the Association's strategic partnership and sponsorship activities.
- Identify, construct, and secure industry partnership opportunities that support member engagement and are of high value to association members.



- Draft sponsorship and partnership agreements, including articulation of benefits, payment details, and standardized terms.
- Establish annual revenue goals with clear deliverables and milestones for success.
- Serve as the primary liaison with NAAA legal counsel in client/partner contract negotiations.

## **EDUCATION AND EXPERIENCE**

- A minimum of 10 years of relevant professional experience in new business development and client management; deep automotive industry experience preferred.
- Must have a proven track record of successfully developing and leading relationship-building activities with C- Level executives.
- Must have a high level of proficiency in organizing and implementing effective sales and marketing plans.
- Demonstrated success in identifying, initiating, and nurturing new or ongoing business opportunities.
- Excellent interpersonal and written and verbal communication skills.
- Strong proficiency in time management and organizational skills.
- Experience with Salesforce.com and/or other CRM platforms.
- Proficiency with Microsoft business suite (Word, Excel, PowerPoint).