

Vice President of Business Development
EXECUTIVE PROFILE



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ACHIEVE WHAT YOU BELIEVE

IS THE PROMISE WE MAKE TO EACH OF OUR CLIENTS.

For nearly 45 years Association Management Center (AMC) has built a solid reputation of trust and long-term dedication to clients. Our talented and experienced team is truly committed to our clients' missions, and our staff members take tremendous pride in helping association partners realize their goals and attain their visions.

AMC knows our partners' success depends on the strength of our staff.

We are pleased to be expanding our leadership team with a Vice President of Business Development position.

The Vice President of Business Development will join our dynamic and growing environment of more than 220 staff members. We are seeking an entrepreneurial professional who will lead business development and corporate marketing for both full-service and consulting clients. The person will lead and influence the company cross-functionally, collaborate with a broad range of stakeholders, and execute on an aligned and agreed-upon vision.

AMC provides full-service management to 28 national and international organizations, representing more than 500,000 customers. We seek long-term relationships with our clients. More than two-thirds of our association partners have been with AMC for longer than 16 years, and we experience very low attrition. Our very first client, the Association of Rehabilitation Nurses (ARN), joined us more than 4 decades ago and remains a committed partner today—a fact of which we are deeply proud.

We have built a reputation of integrity, transparency, and success by delivering quality services in an environment of caring and trust. We offer a full array of services to our clients, including executive and administrative management, governance, finance, advocacy, certification, sponsorship and exhibits management, conference management, communications and marketing, information systems, and public relations.

AMC Consulting Services provides objective, practical, and timely approaches that assist healthcare and professional associations to build value, discover opportunities, and achieve a variety of business goals. In 2017 alone, we provided consulting services to 24 external clients and 12 internal clients in the following areas:

- High-Performing Boards™
- Governance Essentials for Staff™
- Strategic Planning
- Board Roles & Responsibilities
- Board Development
- Executive Leadership Coaching
- Market Research
- Member/Customer Needs Assessment, Gap Analysis
- Product Development
- Content Strategy, Website Development, Analytics
- Design Services



Leading the Future

AMC was founded on the core values of caring, mutual trust, and respect. AMC’s culture makes a difference that is far-reaching and enduring. Our culture allows us to take risks for our clients and take the long-term view on achieving success.

AMC’s Leadership Team guides the strategic direction of our company and clients. The team’s primary focus is on full-service management and strategic consulting opportunities that leverage our expertise.

Led by CEO Scott Engle, the team’s members include (from left to right above):

- Steve Smith, Executive Director & Vice President of Client Relations
- Sue Farrell Stock, Executive Director of AMC Consulting Services
- Dave Bergeson, Executive Director & Vice President of Client Relations
- Mark Engle, AMC Principal
- Scott Engle, Chief Executive Officer
- Jeff Engle, AMC Principal
- Clay Baznik, Chief Experience Officer
- Vish Kalambur, Chief Information Officer
- John Ozga, Chief Financial Officer
- Karen Kramer, Vice President of Human Relations

AMC’s Leadership Team follows these guiding principles:

- Client satisfaction/retention
- Sustainable growth
- Shareholder’s best interests
- Mutual caring, trust, respect, and candor
- Conduct business equitably and ethically
- Long-term perspective
- Lean toward collaborative (consensus) decision making; identify decision style, per issue
- Systematic problem solving/decision making
- Leverage strengths; learn from each other



A Culture Dedicated to Thought Leadership

AMC's staff are the best of the best in association management. Our staff's passion for their professions is evidenced by their involvement in many of the professional organizations that lead the industry, including the American Society of Association Executives, Professional Convention Management Association, AMC Institute, Association Forum of Chicagoland, Meeting Professionals International, Association Media & Publishing, the American Marketing Association, BoardSource, International Association of Exhibitions and Events, Institute for Credentialing Excellence, and Certification Network Group.

Chicago is the second largest association hub, home to thousands of organizations' headquarters, making it a rich environment for association management professional development. Whether it is sitting on the board, chairing or participating in a committee, speaking at or monitoring a session at a conference or local event, or writing an article on best practices, our staff are true industry thought leaders. Engaging in these organizations allows our staff to stay abreast of best practices and future trends in the association industry and to develop innovative solutions to serve our association partners. Our staff members are also innately aware of the challenges volunteer leaders face because they are volunteer leaders themselves.

AMC's commitment to excellence is at the foundation of who we are, and we actively support and encourage our staff to gain certification in their area of specialty. The Certified Association Executive (CAE) credential is greatly respected by the association profession and 15 of our AMC leaders have achieved this status. The CAE is the highest professional credential in the association industry, and less than 5% of all association professionals have earned the CAE.

We are so proud of our thought leaders, we started a blog in 2014 to showcase some of their contributions. AMC's popular blog offers thoughtful advice, progressive discussions, and timeless takeaways for the association community.

Our Top 5 Blog Posts for Association Professionals

1

CAE Process Reflections

Planning to sit for your CAE? Learn how to boost your chances for success.

2

Asking Team Why It "Clicks" Reveals Surprising Word

Surprisingly, the success of a highly productive and happy team boils down to one thing.

3

Scrum: Build Teamwork and Drive Results

AMC is successfully using Scrum to incorporate iterative development into IT projects.

4

5 Questions You Should Be Asking in Board Exit Interviews

Use times of transition and capitalize on a wealth of information, lessons learned, and opportunities for improvement.

5

Transparency in Governance

Learn how association leaders should respond to requests for more openness, communication, and accountability from their board of directors.



Position Summary

The Vice President of Business Development will be a dynamic and entrepreneurial person on AMC's leadership team leading business development and corporate marketing for both full-service clients and consulting. The person is responsible for creating and executing strategy around business development, including revenue generation to meet business goals, prospecting, marketing, relationship management, environmental scanning, and P&L management. The person will also have the ability to lead and influence cross-functionally across the company, collaborate with a broad range of stakeholders, and execute on an aligned and agreed upon vision.

As a member of the leadership team, the person will collaboratively review and analyze business performance on a regularly scheduled basis, while also developing and measuring the progress of major initiatives in alignment with both short-term and long-term strategic objectives. Leadership team members share accountability for a common purpose.

AMC's full service growth opportunities are primarily focused on healthcare related professional associations and consulting business is primarily focused on governance, leadership development, strategic planning, market research and product development.

This person will oversee a team of AMC staff who will support the business development and marketing strategic efforts, as well as a pool of consultants on a contract basis supporting the consulting business.

Position Responsibilities

- Create, execute, and monitor a strategic business development plan and collaborate with Leadership Team on business development goals to achieve corporate objectives for full service and consulting business.
- Develop, in partnership with creative team staff, and others, a strategic marketing plan to achieve corporate objectives for full-service and consulting business; work in partnership with creative team, and others, to operationalize the strategy.
- Develop and execute comprehensive operational plans and programs, both short and long range, to support the strategic business development and marketing efforts to achieve revenue objectives.
- Raise AMC's visibility and thought leadership through relationship building, networking, presenting, authoring articles, and other methods.
- Use existing and new relationships with association professionals throughout the United States to expand AMC's presence and influence in the association marketplace.
- Play the lead role in evaluating RFPs and crafting proposals and presentations for prospective full-service and consulting clients.
- Effectively use staff resources and consultant expertise to drive business growth.
- Provide oversight of new client onboarding.
- Create, forecast, manage, and be accountable for financial goals and budget while re-prioritizing for improved ROI.
- Define growth opportunities through industry, client, and competitor analysis.
- Manage and supervise staff on a daily basis, including the hiring, promotion, compensation, evaluation, and termination of such staff consistent with the company's employment practices and policies.
- Meet travel requirements for business development and marketing needs.

Qualifications

- Bachelor's degree in business or related field, Master's a plus.
- Minimum of 10 years of experience with 5 years in a similar business development role.
- Hands-on knowledge of the association industry, healthcare a plus.
- Proven leadership and demonstrated ability to drive business goals, build relationships, and close new business prospects.
- Demonstrated ability to lead and collaborate across functional teams and business.
- Ability to multi-task and adapt to a changing environment and workload.
- Excellent verbal, written, and presentation skills.
- Reliable, consistent, and trustworthy in all day-to-day operations.
- Customer service attitude and skills: Courteous and team player attitude, commitment, patience, enthusiasm, creativity, listening, comprehension, initiative, cooperation, attention to detail, resourceful.
- Professionalism: Good judgment; ability to interact with all levels of staff, clients, prospective clients, consultants, and vendors; appropriate demeanor and appearance; confidence.
- People and team leadership experience.
- Experience with Microsoft Office (Word, Excel, PowerPoint, Adobe Acrobat)
- Commitment to company values.

Disclaimer

The statements herein are intended to describe the general nature and level of work being performed by the employee in this position. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of a person in this position.

Helping Associations

Achieve What You Believe

Take a Look Inside AMC



▲ Employee-driven initiatives

AMC engages staff from throughout the company in initiatives that empower them to improve our workplace and the services we offer our clients.

▼ Designed to foster creativity

Floor-to-ceiling whiteboards encourage brainstorming and display walls make it easy for AMC staff to share design visions and marketing concepts.



▶ Network of executive support

AMC's executives regularly discuss issues and opportunities with one another. Any problem they might encounter has probably been successfully navigated by a colleague down the hall!



▼ Giving back

AMC supports our clients' missions not just through the work we do but by helping nonprofits associated with their fields. Among this year's efforts were diaper and book collections and a penny war and 5K team (below) for pediatric patients with brain tumors.



Robust technology

By using one central data management solution, AMC has created an efficient, integrated system for meeting registration, financial tracking, certification and CME, e-mail marketing, abstract collection, networking communities, and e-commerce.

A Space That Reflects Our Culture and Clients

AMC's modern and bright space was thoughtfully designed to inspire staff and visitors. Before we moved to this location near O'Hare in 2013, staff gave significant input to ensure an environment that would promote important aspects of our culture, including collaboration, engagement, and the warm hospitality that visiting client partners receive. Clients were top of mind when we selected our location and built out the conference center.

▶ Staff development

AMC staff have the opportunity to participate in formal and informal educational events throughout the year, such as those offered by our very active Young Professionals SIG.



▼ Collaborative environment

Our collaborative culture gets a boost from our physical environment with spaces throughout our workplace for everything from formal meetings to casual check-ins.



▶ Inviting spaces

AMC's inviting space impresses our clients' boards, many of which we host at least annually. We consulted with our boards when planning our new office, and often host fun, team-building events on site, making the most of everyone's valuable time.



▲ Thought leadership

AMC's thought leaders speak and publish on a variety of topics in the field, and our company often hosts educational events for the association community in our office.

▼ Dedicated people

Each client partner has a dedicated member services representative who knows the association in and out, ensuring calls and e-mails are answered promptly.

