

Business Development Manager – Job Description



About FSB Technology

FSB was founded in 2007 by sports betting veterans who understood that consumer demand, live betting, smartphone penetration and evolving European gaming regulations would fundamentally change the operations behind a modern betting and gaming service. The founders of both Sportingbet and Betfair backed the business, and they've since become the industry's tech leader. Over the past decade, FSB have refined their technology and now offer the most customisable, efficient and reliable omnichannel sports betting platform – complete with tools that help you drive revenue, reduce operating costs and maximise marketing ROI.

The Role

As Business Development Manager, you will be expected to build lasting relationships with B2C betting and gaming operators across the UK and Europe. Targets will range from major tier one and tier two operators, where a bespoke product solution can be offered, to smaller operators where our client offers white label solutions. Using your extensive industry contacts, you will need to identify sales opportunities within the market and present a compelling solution to prospective customers in order to close deals.

Responsibilities

- Develop forecasts, financial objectives and business plans
- Analyse regional market trends and discover new opportunities for growth
- Ensure compliancy of the platform and products with local industry related laws
- Build and maintain strong, long-lasting client relationships
- Determine and understand customer requirements and match Company's products and services to them
- Represent the Company at various events and social gatherings

Skills/Requirements

To be considered for this opportunity you must have a proven track record within the betting & gaming industry. You will be a commercially minded business person with a strong network of contacts and the ability to secure new deals with both existing and new customers. It is likely that you are currently working as a Sales Manager or Business Development Manager.

- Excellent betting & gaming industry experience

- Strong in business development - a proven sales person with the ability to spot and close deals
- Wide network of industry contacts
- Business acumen
- Driven and goal orientated

The successful candidate will develop, lead and manage the B2B commercial activities for the business and implement an innovative, growth focused commercial strategy. Specifically, this is with regards overseeing and developing the sales pipeline, driving revenues from our core markets as well as diversifying the markets they are already in & new markets to target, but also being accountable for B2B marketing function, ensuring a strong presence at all viable trade shows and events, and that all marketing collateral and customer touchpoints is of the highest quality. Furthermore, you will need to be au-fait with international regulation in order to ensure our compliance for new and emerging markets.

Key responsibilities:

- Work with Exec Team on the overall strategy with regards to entry into new jurisdictions, using prior experience to help scope out the commercial opportunity and the regulatory/certification challenges
- Help define the key USPs of our offering versus the competitors and employ that in our marketing strategy
- Originate, manage and own the sales pipeline between yourself and your execs
- Coaching & management of sales team
- Work within Senior Management Team to help define the wider company strategy (CEO, COO, CFO, CTO, tech, BI, product, etc.)
- Manage careful qualification of sales pipeline to ensure ability to deliver from an IT perspective
- Ensure a smooth set up and onboarding process, with a good handover the account managers
- Make a clear alignment between marketing strategy, the ROI required on that and the expected sales pipeline
- Own the B2B Marketing Function with budgets and annual plan, working with your reports to achieve the following:
 - Responsible for developing, coordinating and executing strategic marketing campaigns and initiatives across trade shows, digital and our website/mobile app.

- Draw up annual and long-term budgeted plans for our activity, identifying the best opportunities and originating unique ideas to make us stand out in a crowded marketplace.
- Analyse our competitor's activity in the market and develop plans accordingly.

About you:

- At least 7 years of experience in the online gaming industry with a focus on B2B technology sales or business development
- Strong project management experience, particularly in a technology space
- Exposure to working in a global environment and International markets with significant experience growing commercial business in the European market, especially UK
- Strong understanding and ability to recognize the value of connecting the brand experience with technology and have a passion for solving problems, influencing within a cross-functional environment and delivering exceptional results.
- Strong technical aptitude and understanding the business and customer experience benefits and consequences of technical decisions
- Ability to collaborate with teams and build positive relationships across groups of various functions
- Strong negotiating acumen, excellent project management skills, and a deep knowledge of sports betting technology platforms and regulation.
- Established network of contacts within the gaming industry
- A strategic mindset
- Proven capabilities to build strong and profitable client relationships
- High level understanding of technology would be an asset