



Confidential Position Specification

A-to-Be

Business Development Leader



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June 2019



CONFIDENTIAL POSITION SPECIFICATION

Position	Business Development Leader
Company	A-to-Be, a Brisa Company
Location	Chicago, Illinois or Virtual
Reporting Relationship	Vice President of Sales (Henrique Cordeiro)
Website	https://www.a-to-be.com/

PARENT COMPANY BACKGROUND

Brisa – Auto-estradas de Portugal, S.A. is a Portugal-based international transportation company. The group's largest business area is highway management, in which it is the largest concessionaire in its home country. Founded in 1972 by Jorge de Brito, Brisa also has operations in countries including the United States and the Netherlands. Since 2000, Brisa's largest shareholder has been the investment company Grupo José de Mello, which owns over 30% of its stock through subsidiaries. The Spanish infrastructure company Abertis holds around 15% of the firm. The company is listed on the Lisbon Stock Exchange and is a constituent of the benchmark PSI-20 and Euronext 100 indices. In Portugal Brisa exclusively operates the following motorways with a concession lasting until 2035:

International

In the United States, Brisa holds 100% of the operation of the Northwest Parkway toll road near Denver, Colorado since 2007. In 2007 the firm purchased 30% of Movenience, the electronic toll collection system used in the Western Scheldt Tunnel in the Dutch province of Zeeland; this stake was increased to 40% in 2010. Currently Brisa, A-to-Be is under contract to install and maintain ATCMs on the Illinois Tollway System.

A-TO-BE SERVICE OFFERINGS

A-to-Be offers a wide range of tolling solutions from the roadside to the central systems, no matter the business tolling model adopted — a range of end-to-end tolling solutions, covering all options through payment clearance for toll agencies in the US and Europe.

Mobility Payments for Road Operators:

- Road-side radio-frequency based solutions
- Road-user charging
- Open road configurations for AET
- Classic toll plazas with channeled lanes
- Self-service and remote cashier manual tolling
- Back Office system



Mobility Operations for Traffic Management:

- A-to-Be offers traffic management solutions that are adequate for a variety of business profiles, but are specially focused for road operators, concessionaires and authorities, helping them to implement central coordination centers, emergency response units and infrastructure operations theatres.
- Safety and traffic flow are what determine the use of toll roads. Complex networks need proactive control, in real-time and in timely fashion. More than 1500 miles and thousands of devices across 5 different operators rely on our solutions. By connecting solutions from other portfolio lines, A-to-Be enhances and assures better results and efficiency, as with the Audit platform that allows independent auditing of roadside equipment performance and accuracy.

BUSINESS DEVELOPMENT LEADER OVERVIEW:

The Business Development Leader is responsible for successfully executing the sales process to generate revenue growth through initiation and development of business opportunities with new and existing customers within North America. The Business Development Leader will embrace a culture of integrity and professionalism and utilize this value-based selling methodology in all their sales pursuits. This position will be expected to achieve an annual quota set by A-to-Be.

KEY RESPONSIBILITIES

This position is responsible for, but not limited to, the following:

Growth

- Proactively identify, pursue, and maintain a constant pipeline of potential customers that will meet or exceed established quotas via prospecting, networking and referral activities within the North American market.
- Extend or renew existing contracts before or upon contract expiration, as well as identify opportunities for customer growth in new geographic locations, new industries, or with additional products and services.
- Gain and maintain access to decision-makers via a disciplined and structured prospecting regimen.
- Pursue a balanced portfolio of A-to-Be products and services as determined by the business plan; evaluate each growth opportunity against current service line expertise and plans for future focus.
- Capitalize on A-to-Be current market sector knowledge and participate in efforts to diversify into strategic verticals.
- With a thorough understanding of the customer's business model, collaborate with internal stakeholders to identify and propose ATPM solutions to customers utilizing A-to-Be products and services that translate into closed, contracted business deals.
- Take the lead in negotiating and closing deals by uncovering and addressing objections / concerns from the customer; represent customer's position during the negotiation process to key members of the A-to-Be negotiation team.



Customer Focus

- Develop comprehensive understanding of the customer's business model and their unique challenges to growth.
- Establish relationships with strategic customers with decision-making authority and / or influence.
- Ensure customer satisfaction with existing customers by establishing a consistent communication plan with key stakeholders, including regular and timely reviews.

Internal Business Partnerships

- Lead the sales process by involving internal stakeholders in the United States and Portugal.
- Participate in, and play a leadership role within, account management teams, working closely with Operations, Product, Engineering / IT, and Finance.

Reporting

- Accurately track growth opportunities through a Customer Relationship Management tool.
- Take the lead in communicating direction and progress / status of deals to senior leadership.

PROFESSIONAL EXPERIENCE/QUALIFICATIONS

The ideal candidate should bring most, if not all, of the following:

- Two or more years of executive level sales experience or experience in a sales support role with executive level exposure to customers, preferably in a third-party solution selling environment.
- Demonstrated ability in consultative and strategic selling techniques, including previous experience in articulating / presenting multiple products and services to c-level executives and governmental entities both verbally and in writing.
- Preferably working knowledge or experience in the following areas: automatic toll collection machines, or mobility services.
- Ability to connect and build rapport / relationships with internal and external customers at all levels.
- Strong organizational skills, time management skills, and the ability to prioritize multiple projects / work streams.
- Skill in the operation of variety of computer software programs, including Microsoft Word, excel, PowerPoint, Outlook, and sales CRM.
- Bachelor's degree in business, engineering, or related field.
- Willingness to travel as necessary, work the hours necessary to accomplish the job duties.



Required Functional Expertise:

At A-to-Be the typical sales cycle is six months or longer. The following skills are associated with successfully executing the sales process:

- Strong Goal Clarity
- High Achievement Drive
- Healthy Emotional Intelligence
- Excellent Social Skills

SUCCESS FACTORS – FIRST 12 MONTHS

- Identify 100 possible Automatic Toll Payment Machine (ATPM) clients
 - Narrow down the target list and identify at least 50 contacts to track
 - Generate 15/20 opportunities for selling 150 ATMP'S
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KORN FERRY CONTACTS

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