



1150 McBride Avenue
Little Falls, New Jersey 07424-2500
Tel. (973-785-6000)
Fax (973-785-6255)

DIRECTOR, BUSINESS DEVELOPMENT

Responsibilities:

- **Formulate sales goals, marketing plans, and strategy and directs the execution of same, in support of company objectives.**
- **Analyzes DOD, foreign and commercial guidance and navigation system requirements, including supporting technologies and converts such analysis to business development activities.**
- **Reviews and evaluates marketing information, general industry and government trends and intelligence, customer planning, budget data, competition status and actions, new business opportunities and determines appropriate course of action in collaboration with executive staff, other departments and business units.**
- **Engage in direct selling, at appropriate levels engaging existing customers for new business and cultivating new customers and business opportunities.**
- **Directs/coordinates staff responsible for sales, proposal preparation, strategic planning, advertising and public relations.**

Qualifications:

- **Must be able to meet the public, be a self-starter, and have the ability to manage business development activities.**
- **Position requires Advanced degree and at least 12 years of experience.**

KEARFOTT CORPORATION
Guidance & Navigation Division

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