



# Director of Business Development

Exempt | Reports to the Chief Executive Officer | Salary and Benefits Plus Commission

NIGP: The Institute for Public Procurement is seeking an accomplished, entrepreneurial sales leader to serve as Director of Business Development. This position will lead and coordinate sales across NIGP, personally cultivate and close major opportunities, and build the systems, team accountability, and cross-functional partnerships needed to achieve sustainable revenue growth.

## About NIGP

NIGP: The Institute for Public Procurement is a professional association made up of 19,500 members across the US and Canada, dedicated to advancing the public procurement profession. We support procurement professionals and the organizations they serve through education, certification, research, events, resources, consulting, and professional community.

## Position Summary

The Director of Business Development is NIGP's senior sales leader and a member of the Management Team. Reporting to the CEO, the Director leads an integrated strategy for membership and corporate sales, sponsorships, advertising, vendor partnerships, NIGP Business Council membership, consulting services, and other revenue channels. The Director supervises the Business Development Manager and provides overall direction to the Business Development Representative.

This is both a leadership and a production role. The Director will establish strategy, goals, forecasts, systems, and accountability while actively developing relationships, negotiating agreements, and closing high-value opportunities.

## Key Responsibilities

- Develop and execute an integrated annual sales plan with clear revenue goals, target markets, account assignments, timelines, and performance measures across all assigned sales channels.
- Actively identify, cultivate, negotiate, and close high-value opportunities and serve as NIGP's senior relationship manager for major accounts, sponsors, vendors, and strategic partners.
- Build and maintain a qualified pipeline; establish disciplined prospecting, lead-routing, follow-up, proposal, contracting, forecasting, and customer-handoff processes.
- Coordinate membership acquisition, renewal, reactivation, upselling, and cross-selling strategies with the Community Engagement and Marketing teams.
- Lead corporate membership, vendor-partnership, sponsorship, advertising, and promotional sales strategies across NIGP events, programs, and communications.
- Serve as the senior staff liaison to the NIGP Business Council, leading member recruitment, renewal, engagement, retention, meeting support, and relationship management.

- Share responsibility with NIGP Consulting for building the pipeline and selling services to new and existing customers, with both teams participating in outreach, proposals, negotiation, and closing while Consulting retains technical scoping and service delivery.
- Maintain accurate CRM, pipeline, account, proposal, contract, and forecast data; report sales performance, conversion, renewals, risks, and corrective actions to the CEO and organizational leadership.
- Lead, coach, develop, and hold accountable the Business Development Team while fostering an ethical, collaborative, customer-focused, and results-oriented sales culture.
- Collaborate across Marketing, Events, Community Engagement, Finance, Business Intelligence, Legal, Consulting, and program teams on campaigns, pricing, contracts, fulfillment, billing, customer service, and revenue recognition.

## Qualifications

- Bachelor's degree in business administration, marketing, sales, communications, association management, or a related field required; an advanced degree or relevant professional credential is preferred.
- At least seven years of progressively responsible experience in business development, sales, account management, partnerships, or another revenue-generating role.
- At least three years of experience supervising and developing sales or business-development professionals.
- Demonstrated success establishing sales strategy, managing a pipeline, achieving revenue goals, closing complex opportunities, and developing long-term customer or partner relationships.
- Experience with a complex portfolio that may include membership, corporate sales, sponsorships, advertising, event-related sales, partnerships, or professional services.
- Strong knowledge of consultative sales, forecasting, CRM discipline, pricing, negotiation, account management, incentive plans, and performance measurement.
- Exceptional leadership, presentation, communication, analytical, organizational, and relationship-building skills.
- Ability to balance revenue growth with NIGP's mission, member value, ethical standards, and contractual commitments.
- Association, nonprofit, public-procurement, supplier-community, or professional-services experience preferred.

## Compensation and Work Requirements

This position provides a competitive base salary and benefits package, plus commission under NIGP's approved sales-incentive plan.

## Work Schedule and Travel

This is a fully remote position. The employee must be able to work effectively in a virtual and collaborative environment. Occasional evening and weekend work may be required. Travel may be required occasionally to board meetings, NIGP's conference, and other designated organizational events.

## How to Apply

Candidates should submit the following materials:

- A current resume.
- A brief cover letter explaining your interest in the position.
- A Candidate Screening Questionnaire will be provided to all candidates for completion.

*NIGP is committed to providing equal employment opportunities and to fostering a professional environment where qualified individuals can contribute and succeed.*