

## **Intralink America Inc., Director of Business Development (West Coast)**

### **About Intralink**

Intralink Limited ([www.intralinkgroup.com](http://www.intralinkgroup.com)) is the leading provider of market access and business development services to North American and European technology companies targeting the Chinese, Japanese, Korean and Taiwanese markets. From offices in Shanghai, Tokyo, Seoul and Taipei we provide accelerated market access through our well-established Surrogate Sales Program™, a low risk and cost effective way for companies to generate revenues to the point where there is a case for them to invest in a local company or strategic partnership.

Working through a team of locally-employed, bilingual Western project managers based in East Asia, the three-stage Surrogate Sales Program™ has proven its value across a broad range of technology sectors, including mobile and fixed-line telecoms, consumer electronics, enterprise and networking solutions, intellectual property licensing, clean energy and healthcare/medical devices.

In addition to the Surrogate Sales Program™, we provide a range of Pre-market and Post-entry Support services, including our market assessments, supplier benchmarks and interim management services.

### **About the position**

Intralink is seeking enthusiastic and energetic candidates with excellent presentation, analytical and written skills. Asian language ability and experience of living and working in one of Intralink's target N.E. Asian territories is preferred. Priority will be given to those who have worked in sales and business development and a relevant technology sector, such as consumer electronics, telecommunications, cleantech or biotech.

As a Director for Business Development (West Coast) based in Silicon Valley, your responsibilities will be broad ranging but focused on the promotion and selling of Intralink's services in N.E. Asia. The position is a challenging one that offers the successful candidate the opportunity to network with technology entrepreneurs across multiple industry sectors, as well as gain valuable skills and career-building experience.

### **Minimum qualification**

Bachelor's degree (or equivalent). Intralink is an equal opportunity employer.

### **Compensation**

Commensurate with experience.

### **Contact**

#### **Alan Mockridge**

President

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## **Job Description**

### **1. Overall Responsibilities**

- 1.1 To promote and sell the Company's services to prospective clients in on the West Coast of North America (i.e. the United States and Canada) as directed by your manager;
- 1.2 To travel, as directed by your manager, on the West Coast for the purposes of promoting the Company's services to and securing agreements with prospective clients;
- 1.3 To manage, as directed by your manager, the relationships with the Company's existing clients based on the West Coast of America;
- 1.4 To support your manager with the Company's West Coast marketing activities, including but not limited to public relations and promotional events and activities;

### **2. Specific Responsibilities**

- 2.1 To identify and keep records of prospective clients through a process of ongoing research;
- 2.2 To access and present to decision makers inside prospective clients;
- 2.3 To track and manage the status of prospective clients through a CRM database;
- 2.4 To attend trade shows, conferences and other events for the purposes of networking and meeting with prospective clients;
- 2.5 To undertake new client inductions on behalf of the project teams in Asia and to submit detailed notes about the project objectives, the client's products, technology, business model, value proposition, etc.
- 2.6 To support your manager with the generation of press releases and news items for the Company's website, e-newsletter and Twitter feed;

### **3. General Responsibilities**

- 3.1 To keep records and to ensure that the directors of Intralink are kept informed of your activities.
- 3.2 To undertake any reasonable tasks asked of you during office hours.
- 3.3 To entertain clients and prospective clients at the company's expense.
- 3.4 To maintain the confidentiality of all Intralink and client information obtained during the period of your employment.