

Business Development Manager - Asphalt Paving and Roofing Industry

You're Looking. We're hiring. Join our team.

We are a leading manufacturer of specialty chemicals who utilizes waste plastic that would otherwise go to landfills and pollute our oceans. We are always looking for talented and passionate individuals who are motivated to make a difference. You will have a unique opportunity to be a part of an organization that is committed to innovating and driving new solutions to create more sustainable avenues.

Position Objective:

We are seeking a highly motivated and experienced Business Development Manager to join our team and drive growth in the asphalt paving and roofing industry. The successful candidate will be responsible for developing go to market strategies, identifying new business opportunities, developing strategic partnerships, and expanding our customer base within the target market segment.

This position will require frequent travel to customer sites and industry events across North America.

As a team member, you can expect to:

- **Market Analysis:** Conduct in-depth market research and analysis to identify trends, opportunities, and competitive landscape within the asphalt paving and roofing industry.
- **Business Strategy:** Develop and implement strategic business plans to penetrate target markets, achieve sales targets, and drive revenue growth.
- **Customer Relationship Management:** Cultivate and maintain strong relationships with key customers, industry stakeholders, and decision-makers to understand their needs and requirements.
- **New Business Development:** Identify and pursue new business opportunities through prospecting, lead generation, and networking activities.
- **Product Promotion:** Collaborate with the marketing team to develop promotional materials, presentations, and campaigns to showcase our products' value proposition to potential customers.

- Technical Support: Provide technical expertise and support to customers regarding product applications, usage, and benefits.
- Sales Forecasting and Reporting: Monitor sales performance, track market trends, and prepare regular reports and forecasts for management review.
- Trade Shows and Events: Represent the company at industry trade shows, conferences, and events to network with potential customers and stay updated on industry developments.

What we are looking for:

- Bachelor's degree in business administration, Marketing, Engineering, or related field (Master's degree preferred).
- A minimum of 5 years of experience in business development, sales, or marketing roles within the asphalt paving and roofing industry is required.
- Proven track record of success in driving business growth, achieving sales targets, and developing strategic partnerships.
- Strong understanding of asphalt paving and roofing industry dynamics, supply chain structure, market trends, and customer needs.
- Excellent communication, negotiation, and presentation skills.
- Ability to work independently, prioritize tasks, and manage multiple projects simultaneously.
- Professional demeanour and ability to work with all levels externally, as well as internally.
- Exceptionally strong project management, time-management and negotiation
- Extremely organized, flexible, proactive and creative
- Strong and demonstrated communication skills; effectively expressing ideas, both verbal and written Proficient computer skills and aptitude
- Possession of a valid license
- Willingness to travel up to 50%

GreenMantra is an equal opportunity employer and is committed to providing accessible employment practices that are in compliance with the Accessibility for Ontarians with Disabilities Act (AODA). Requests for accommodation can be made at any stage of the recruitment process. Applicants are asked to make their needs/requirements known to Human Resources.