

**Updated**

## **Keene Advisory Group**

Company, Position and Person Profile

## **Cuyahoga Community College**

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**Vice President of Business Development, Corporate College**

June 2010

Keene Advisory Group advises the company on the basis of an exclusive consulting assignment. The following details are for your personal information and should be kept confidential.

# Company

## Company Description

Cuyahoga Community College, also known as Tri-C, is a two-year college in Cuyahoga County, Ohio. Founded in 1962, this institution is the oldest and largest community college in Ohio and serves 55,000 students annually.

## Corporate College

Corporate College, a division of Cuyahoga Community College, was established to drive the economy of northeast Ohio by helping companies, organizations and individuals invest in their most valuable regional asset: people.

Open enrollment classes are available to professionals at each Corporate College location and online. Organizations also have the option of receiving training at their sites.

## Solutions Management

Programs target individuals who have career experience and organizations from public and private sectors. Organizational Excellence Institute, Professional Development Institute, Technology Solutions Institute, Key Entrepreneur Development Center, and green and sustainable solutions programs are under the umbrella of solutions management.

## Business Development

Corporate College uses a client engagement approach to meet employers' demands for a talented workforce. Results include: organizational growth, workforce planning and leadership succession, job creation and retention, innovation, productivity and profitability.

## Facility

Corporate College offers facility rental options to accommodate varying needs of small businesses, Fortune 500 companies and other organizations. It has state-of-the-art conference and meeting spaces and can accommodate groups of 10 to 350.

## Global Corporate College

Corporate College's partnership with Global Corporate College enables a local-to-international delivery system of consistent, quality training through a network of colleges and universities. This partnership serves as a one-stop solution for companies with multiple locations, eliminating logistical challenges.

[www.corporatecollege.com](http://www.corporatecollege.com)

# Position

**Title** Vice President of Business Development, Corporate College

**Relationships** The Vice President of Business Development will directly report to the President of the Corporate College. She or he will have four direct reports in sales and facilities management.

**Description** The essential functions for this role include:

## Sales and Revenue

- Develop sales processes – systemic and technological – to support profitable program delivery and communication with stakeholders, including proposal development through contracting
- Create and implement strategic selling techniques
- Focus on business and organizational development
- Assist in program area sales efforts/teams (limited)
- Develop metrics to support revenue and client engagement goals
- Generate revenue in the following areas: college, workforce development, corporate and global
- Specialize in program area development

## Client Management

- Identify clients in the region with the greatest revenue potential, research and record the clients’ organizational and business structures
- Evaluate and quantify existing or potential sales volume and frequency, business activity and relationships with the college, as well as business industry and training potential
- Define custom approach and business opportunity for each client

## Relationship Building

- Foster mutual understanding and support of mission and goals for all stakeholders
- Facilitate communication among stakeholders to encourage strong relationships with clients

- Leverage and build upon existing relationships within the college - including college administration, resource development and program areas, Workforce Solutions and Corporate College program areas - and develop new relationships to become clients' preferred partner in identifying, designing and delivering high quality customized training programs and initiatives

**Marketing and Public Relations**

- Prioritize strategies that align directly with revenue generation and targeted client relationship development
- Identify public relations tactics that promote a unified approach
- Develop and implement strategic client development techniques

**Location**

Cleveland, OH

**Compensation**

A compelling compensation package will be structured commensurate with the successful candidate's skills and experience including a significant salary and comprehensive benefits.

# Person

## Qualifications and Experience

- Bachelor's degree in Business, Marketing or equivalent is required
- A minimum of seven to ten years of sales experience with a minimum of five years in a managerial position
- Track record of leading multi-million dollar revenue generating initiatives
- Proven ability to develop, foster, cultivate and maintain client relationships
- Strong leadership, team building and coaching skills as well as experience with leading a team in all areas of the sales cycle
- Demonstrated experience in organizational development sales
- Ability to negotiate price, concessions, terms and conditions
- Strong quantitative, analytical and conflict resolution capabilities
- Creative thinking and problem-solving skills
- Demonstrated project and fiscal budget management experience
- Excellent verbal and written communication skills
- Demonstrated professional presentation skills
- Understanding of corporate training and learning activities
- Demonstrated experience with educational needs assessments
- Must have prior profit and loss responsibility
- Sensitivity to a socially and ethnically diverse community

### Personal Characteristics

- **Achievement Orientation** – Is high energy, results-driven, determined and flexible, with a strong and disciplined work ethic. Sets a quick pace and constantly raises the bar and presses the organization toward higher levels of achievement. Measures and tracks key business results and processes. Assesses improvements and success in these terms.
- **Strategic Skills** – Possesses strong analytical capabilities and overall business acumen. Is able to analyze situations and develop strategic options. Fact-based, data-driven and analytical. Has a creative mindset and ability to identify and mobilize around new opportunities very quickly.
- **Project Management Skills** – Has the ability to effectively manage multiple projects from planning to execution while working within the constraints of scope, time and budget.
- **Leadership Capability** – Has the leadership acumen and credibility to work across the entire organization and develop talent. Should be hands-on, but able to delegate appropriately with the ability to motivate, inspire and commit to a course of action and achieve results. Must be able to influence middle/senior management through structured presentations, meetings and email and verbal communication.
- **Communication Skills** – Has excellent verbal and written communication skills as well as the ability to effectively deliver and reinforce consistent messages at all levels.
- **Relationship Building** – Has a natural ability to connect and develop a strong rapport with people throughout the company. Must work effectively at all levels and network across the organization to build relationships.
- **Team Player** – Can work effectively with all people within the organization. Has a collegial, inclusive working style and is professional and courteous.

## **Keene Advisory Group Contacts**

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