

# Regional Business Development Manager

## The Americas & Asia-Pacific

### JOB DESCRIPTION

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FINIS is looking for a Regional Business Development Manager to play a critical role in building relationships while maximizing sales opportunities with significant international customers and stakeholders. The position will report to the International Director of Sales & Marketing. As a Regional Business Development Manager, this person will represent our company and interact with major customers in Canada, Central and South America, the Oceanic region and countries within the Southeast Asia market.

As a key contributor to the sales and marketing team, this individual needs a strong understanding of sales and marketing in the global environment. This position will work with all aspects of sales and marketing including market research, sales, social media and athlete and/or federation sponsorship. The ability to adapt to a wide variety of environments and cultures is necessary for this position. As this position will deal with foreign economies, politics, and culture on a daily basis, it's highly desirable to be fluent in related foreign languages (Spanish preferably). Sound like you? Great. Tell us your story! We are excited to learn why you would be a good fit with our team.

### RESPONSIBILITIES

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- Responsible for driving product revenue and optimizing brand presence in assigned territory
- Responsible for the development and achievement of new business while growing existing accounts in key international markets, achieve assigned strategic account objectives
- Educate the FINIS consumer base like elite athletes, clubs and coaches of all products
- Provide customers access to FINIS marketing collateral for greatest impact
- Develop innovative strategies, campaigns and promotions to drive product revenue
- Consult with the FINIS consumer base in each market on how to grow the FINIS brand
- Build relationships with the customer base through regular phone communication, in-person visits and event participation
- Write comprehensive business plans for all international markets covered
- Provide detailed sales forecasting reports from key strategic partners
- Communicate with FINIS leadership market needs regarding significant swim events
- Communicate the needs of each market to the FINIS leadership team
- Update leadership team on the business pipeline regularly, to allow for more accurate purchasing and revenue forecasting.
- -Assist with competitive studies in foreign markets and provide guidance for pricing strategy for each region.



7085-E Las Positas Road  
Livermore, CA 94551  
Telephone: 925.454.0111

## SKILLS & REQUIREMENTS

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- Bachelors degree in related field
- Strong closer as well as other account management and relationship-building skills
- Extremely well-organized and detailed oriented
- 3+ years of sales experience including international experiences
- Highly self-motivated
- Keep abreast of global market trends in swimming
- Multilingual
- Excellent computer skills including, but not limited to, CRM software and account management systems, NetSuite experience is a plus
- Strong negotiation skills
- Regular international travel to accounts, trade shows, and sales meetings
- Swimming background appreciated

## PAY & BENEFITS

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- Base compensation level varies on education and experience levels

## HOW TO APPLY

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For consideration, please email a combined PDF resume and cover letter to [jobs@FINISinc.com](mailto:jobs@FINISinc.com).

## ABOUT FINIS, Inc.

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John Mix and, Olympic Gold Medal swimmer, Pablo Morales founded FINIS in Northern California, in 1993, with a mission to simplify swimming for athletes, coaches, beginners, and lifelong swimmers around the world. Today, FINIS fulfills that mission through innovation, high quality products and a commitment to education. FINIS products are currently available in over 80 countries. With a focus on innovation and the fine details of swimming, FINIS will continue to develop products that help more people enjoy the water.



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