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# ALBUQUERQUE REGIONAL ECONOMIC ALLIANCE

DIRECTOR, BUSINESS DEVELOPMENT SEARCH

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# FACT

Albuquerque enjoys blue skies and sunshine 310 days out of the year, making the city a magnificent place to enjoy outdoor sporting events, concerts, festivals and more.



## AREA: WHO WE ARE

AREA is a private, nonprofit organization whose mission it is to lead and execute strategies designed to grow and diversify the economic base of the greater Albuquerque region, creating a prosperous, diverse and inclusive economy and elevating the standard of living for all. It serves as an umbrella organization to promote investment in Bernalillo, Sandoval, Torrance and Valencia counties. With support from investors and allies in the public sector, AREA actively recruits those companies that will export goods or services from New Mexico, thereby bringing new investment dollars to the state. Since 1960, AREA has been a highly respected and driving force in the region. AREA's forerunner was the industrial development committee formed by the Greater Albuquerque Chamber of Commerce in the 1950s. In 1960, the Chamber Board and individuals involved in the industrial development committee approved a plan for the operation of the Albuquerque Industrial Development Service, which was incorporated later that same year. In 1986, the organization changed its name to Albuquerque Economic Development (AED) to reflect its more diverse activities in economic development. The organization was rebranded as Albuquerque Regional Economic Alliance (AREA) in 2021 to better communicate its growth and regional footprint.

In 1966, the Industrial Foundation of Albuquerque, Inc. (IFA) was formed as a fundraising subsidiary. From 1967 to 1971, IFA and its contributors raised \$1.2 million, which was invested to fund the organization's activities. In 1990, IFA changed its name to the Albuquerque Economic Development Foundation (AEDF). In June 1991, AEDF began another fundraising program to raise \$1.5 million over the next five years. In 1992, the Board voted to become a membership organization. In 2016, the AEDF Board voted to dissolve the Foundation and transfer all of its assets and property to then named AED. In 2022, as a result of the development and implementation of the AREA 1.0 Strategic Plan, AREA converted from a 501(c)6 association to a 501(c)3 public charity.

### Community Role

As a private organization, AREA's staff works closely with other economic development organizations at the local, state, and regional level, providing a coordinated and comprehensive program for the entire metropolitan area. Regional cooperation is an important component of AREA's activities. AREA is also engaged in improving New Mexico's business climate by advancing new programs that better position the state to compete for new investment and job creation.

### Job Summary and Benefits

The Director of Business Development will oversee AREA's efforts to drive business investment and job creation through a data-driven process. To be successful in this role

one must build and maintain strong relationships with business and community leaders, the commercial real estate development community, site selection consultants and strategic partners in the industry. It requires a strong understanding of site selection location decision factors and the region's competitive advantages in each target industry, knowledge of project management and RFP proposal response best practices, as well as contract and incentive negotiations. This position may also require supervisory skills and responsibilities. Benefits include competitive salary and healthcare benefits, 401(k), on-site gym access, paid parking, hybrid work schedule (approx. 40% remote)

### Financial Structure

AREA is supported by contributors who support its mission; approximately 80% of AREA's funding is from private sector business, and the remaining 20% is from public sector supporters in the region. AREA also seeks grant funding opportunities whenever possible. In addition, AREA has a long-term reserve fund which the Board of Directors may approve use of through a draw from the reserve to meet organizational goals or needs. The draw includes interest, dividends, realized gains and principal if necessary.

### Organizational Structure

#### Investors:

AREA has a number of contributor levels aligned with benefits and recognition for their support. In addition, it has established a public sector investment level program at a per capita rate set annually by its Board of Directors.

#### Directors:

The AREA Board of Directors is comprised of a minimum of 3 but no more than 45 directors. At present, AREA has 43 voting Directors on its Board. AREA Board members are elected to a three-year staggered term of office, with one-third of the directors elected annually. The Board of Directors meets a minimum of three times per year. In addition, AREA has Emeritus Members who are selected by the Board of Directors based on long term support for the organization. Emeritus Members of the Board are non-voting but invited to attend all regular meetings of the board.

#### Executive Committee:

The Executive Committee includes all officers, the President & CEO, and other Board members as appointed by the Chair. It exercises the powers of the Board between Board meetings. The President & CEO is a non-voting member of the Executive Committee and Board.

**PACE interviewed AREA leadership to gain insights on the qualifications and characteristics desired for the Director of Business Development**

**THE FOLLOWING IS A  
COMPILATION OF THE  
OPINIONS EXPRESSED IN  
THE INTERVIEW.**



# JOB EXPERIENCE

PROVEN HISTORY OF SUCCESS IN PREVIOUS WORK

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4+ YEARS OF WORK IN THE ECONOMIC DEVELOPMENT INDUSTRY

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STRONG BACKGROUND IN BUILDING, COMMUNICATING, AND EXECUTING A PLAN FOR SUCCESS

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VERIFIABLE SUCCESS IN SALES

---

DEMONSTRABLE UNDERSTANDING OF MARKETING, MARKET ANALYSIS, AND GENERAL BUSINESS KNOWLEDGE

---

ABILITY TO BUILD AND SUSTAIN RELATIONSHIPS

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# CHARACTERISTICS & PERSONALITY

TEAM PLAYER	ADAPTABLE
AMBITIOUS	STRATEGIC PLANNER
LISTENER	CONSENSUS BUILDER
CHARISMATIC/PEOPLE PERSON	VISIONARY/FORWARD THINKER
ENTHUSIASTIC	FOSTERS TRUSTING RELATIONSHIPS
SINCERE/BELIEVABLE /"REAL"	POLITICALLY SAVVY
PASSIONATE ABOUT THE COMMUNITY'S SUCCESS	CREATIVE
EMPATHETIC	STRONG COMMUNICATOR
CONFIDENT	AMBITIOUS

# EDUCATION

BACHELORS DEGREE IN RELATED FIELD OR EQUIVALENT EXPERIENCE REQUIRED

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CECD OR OTHER ECONOMIC DEVELOPMENT CERTIFICATIONS PREFERRED

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DEMONSTRATION OF "LIFELONG-LEARNER" MINDSET

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# ORGANIZATIONAL STRENGTHS

HISTORICAL RECORD OF SUCCESS

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SEASONED AND PROFESSIONAL STAFF

---

BOARD HAS STRONG REPRESENTATION WITH DIVERSE VIEWS/IDEAS

---

FUN/ENJOYABLE COMMUNITY CULTURE

---

EXPECTED FUTURE GROWTH IN THE COMMUNITY

---

A COLLABORATIVE TEAM ENVIRONMENT

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STREAMLINED ORGANIZATIONAL STRUCTURE

---

LONG HISTORY OF STRONG RELATIONSHIPS WITH LOCAL, COUNTY, AND STATE ORGANIZATIONS

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# Can we put a number on success?

## Yes, five.

# 01

### PROVEN TRACK RECORD OF SUCCESS

- THIS POSITION REQUIRES AN INDIVIDUAL WHO HAS HAD PREVIOUS "WINS" IN THEIR CAREER
- THE DIRECTOR WILL BE EXPECTED TO MAINTAIN A HIGH LEVEL OF PROFESSIONALISM AND WILL NEED TO DEMONSTRATE SIGNIFICANT STEADFASTNESS
- SHOULD HAVE A STRONG NETWORK THAT CAN BE IMMEDIATELY UTILIZED TO DRIVE SUCCESS IN THIS POSITION

# 02

### STRENGTH IN IMPLEMENTING STRATEGIC PLANS

- MUST SHOW STRONG REASONING, ANALYSIS, AND PRIORITIZATION SKILLS
- FOLLOW-THROUGH IS A MUST
- MUST BE A STRONG PLANNER WHO CAN CAST VISION FOR THE FUTURE AND REVERSE ENGINEER TO CREATE A MAP FOR SUCCESS

# 03

### MOTIVATED

- THE DIRECTOR MUST BE SELF-MOTIVATED AND A SELF-STARTER
- MUST HAVE THE ABILITY TO START NEW INITIATIVES AND MAINTAIN A HIGH LEVEL OF WORK EFFICIENCY WHILE MANAGING MULTIPLE PROJECTS AND RELATIONSHIPS

# 04

### TEAM PLAYER

- AN APPRECIATION FOR THE MARKET AND STAKEHOLDER-BASE IS ABSOLUTELY NECESSARY
- THE SUCCESSFUL CANDIDATE MUST BE CAPABLE OF GARNERING SUPPORT BY SHOWING EXCITEMENT FOR POSSIBILITIES
- A POSITIVE ATTITUDE IS ESSENTIAL
- WILLINGNESS TO HELP OTHERS ON THE TEAM AND ASK FOR HELP WHEN NECESSARY

# 05

### STRONG SALES TECHNICIAN

- THE SELECTED INDIVIDUAL MUST POSSESS OR QUICKLY GAIN A STRONG UNDERSTANDING OF THE TARGET MARKET AND BE CAPABLE OF SELLING TO PROSPECTS
- THIS INDIVIDUAL MUST BE CAPABLE OF BUILDING AND EXECUTING A BUSINESS PLAN IN PARTNERSHIP WITH HIGHER MANAGEMENT
- THIS POSITION REQUIRES AN UNDERSTANDING OF EFFECTIVE ECONOMIC DEVELOPMENT PRACTICES, SALESMANSHIP, AND MARKETING



## JOB DESCRIPTION

### DIRECTOR OF BUSINESS DEVELOPMENT

### ALBUQUERQUE REGIONAL ECONOMIC ALLIANCE

#### Responsibilities Include:

- Identifying business opportunities and prospects by evaluating market and industry trends
- Working independently to develop a strong pipeline of industry targets for recruitment or expansion into the Albuquerque region
- Driving proactive outreach to prospects – professional and polished writing skills a must
- Updating and maintaining customer relationship management (CRM) database on potential and current prospects as well as business multipliers, creating and proactively providing up to date reports on progress to senior leadership
- Developing and maintaining relationships with clients by providing support, information, and guidance
- Ensuring organizational excellence in relationship maintenance and development with site location consultants, corporate real estate professionals and other key individuals in the real estate industry, and economic development professionals in the region
- Coaching, guiding and overseeing efforts of research support for the business development team, ensuring regular and accurate updates on standard industry trend reports as well as short notice research efforts
- Leading research staff on regional pitches and lead generation activities including proactive initiatives that focus on target sectors and industry related events
- Offering incentive programs expertise and overseeing routine team tracking, monitoring and evaluating of programs in competitor regions and states
- Overseeing and executing as necessary all content including writing, value proposition development and compilation of client request for information responses
- Representing the organization by touring prospective companies and decision makers around the region and presenting the organization's value proposition presentation
- Assisting on as well as leading the planning and execution of events, market visits and trade shows (in person or virtual)
- Analyzing and tracking business locate successes and economic impact to the region to demonstrate return on investment and community benefit

#### Desired Skills:

- The ability and desire to review complex documents, contracts and incentives proposals to determine positive outcomes for involved parties while driving job creation and economic impact in the region
- Strong customer service, presentation and relationship management skills
- Ability to juggle multiple projects and meet tight deadlines
- Self-driving and skilled in using good judgment in prioritizing work assignments
- Expertise in developing metrics that measure the success of program drivers and impact
- Existing relationships with site selection consultants and industry multipliers
- Strong working knowledge of common economic development research sources and tools (BLS, EMSI, D&B, etc).



IF YOU HAVE ANY QUESTIONS, ARE  
INTERESTED IN THIS POSITION, OR WOULD  
LIKE TO MAKE A RECOMMENDATION  
PLEASE CONTACT US. WE TREAT OUR  
CANDIDATES AND CLIENTS WITH THE  
HIGHEST LEVEL OF RESPECT AND ANY  
INFORMATION RECEIVED WILL REMAIN  
CONFIDENTIAL.

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