



Job Title: Vice President of Business Development
Department: Business Development
Reports To: CEO

SUMMARY: Responsible for the identification and acquisition of customers as well as building relationships with partner companies and identifying potential investors. Defines market requirements and leads the development of Mosaic's product and services roadmap to expand Mosaic's product portfolio. Responsible for maintaining on-going account strategies for selling our products and services, from lead generation through close, as well as activities related to maintaining and growing customer accounts, within assigned accounts. Develops new revenue and profit opportunities, expand market penetration, and drive to reduce costs and improve processes both internally and for our customers. Provide insight and analysis of the competitive marketplace. Lead the process to develop reporting tools to be used internally across functions to increase visibility to the current state of Mosaic's business as it relates to sales, profitability, billing, and forecasting.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Identifies opportunities for new business through on-going research, partner contact, and strategic analysis of products and marketplace; leveraging a network of relationships with external partners.
- Facilitates open communication within the department as well as across departments turning marketing leads into meetings and opportunities.
- Works directly with prospective business partners, government agencies and clients to drive sales, generate additional business opportunities for all verticals of the company and reduce costs and improve processes.
- Promote and secure customers interested in heterogeneous integration using thin glass as primary platform material as outlined in the Mosaic Business Plan. The Company will provide integration products and services for digital, analog, and power electronics, photonics, RF, MEMS, and sensor technologies. Early products will be thin glass with process-robust handling solutions; thin glass substrates with through-glass vias, and via-filled thin glass substrates. Early markets will include defense, biomedical, Internet of Things, and other high value low to mid volume applications moving into mobile, datacom/telecom, virtual/augmented reality, and other high-volume applications as opportunities arise.
- Augment commercial revenue with research contracts from both industry and government. Work closely with CTO and President to identify and secure R&D contracts as well.
- Provide strategic planning for all marketing initiatives.
- Assist CEO to create brand strategy and execute across all market segments on a global basis.
- Prepares weekly Business Development presentation and attends meetings as required. Actively participates in these meetings.
- Develops strategy for client and prospect marketing, publicity, online/social marketing and channel.
- Assures company-wide preparation for the introduction of new products and services.
- Responsible for establishing goals and executing the plan to grow the business, increase market share and improve profitability for Mosaic.
- Analyzes market information and make recommendations regarding new products and services or adaptations of existing services, marketing penetration, analyzing the competition and identifying marketing opportunities.



- Develops and/or evaluates pricing, price lists, strategy, advertising programs and product packaging.
- Develops marketing and business development strategies for Company to ensure alliance with corporate goals and objectives.
- Identification of revenue opportunities with current, as well as new customers.
- Develops an active portfolio of strategic accounts and prospects.
- Compiles account information on organizational structure, buying process, compensation process, existing products/services to produce a prospective business report identifying potential business activities necessary to expand client accounts.
- Utilizes consultative sales skills to win business and develop strategic account relationships.
- Prepares account plans for each account based on short, mid and long-range plans.
- Records and presents business development performance and “pipeline” to enable creation and collation of the sales forecast.
- Creates high quality and compelling proposals, meeting deadlines and achieves a successful outcome.
- Develops strategic plans for each prospect client and client within the identified target markets.
- Generates, develops, manages and communicates expectations within assigned accounts, as well as increases scope of penetration within each account.
- Qualifies new opportunities and prospects, dimensions the size of opportunities and articulates probabilities of closure within existing accounts.
- Develops reporting tools and processes to provide insight into key metrics such as forecasts, sales results, billing, new account tracking and performance and opportunity gap analysis
- Represents company at trade association meetings to promote products and services.
- Deliver presentations to clients in coordination with Company representatives.
- Participates in formulating and administering company policies and developing long range goals and objectives.
- Confers with CEO to review achievements and discuss required changes in goals or objectives resulting from current status and conditions.
- Maintains awareness of changing trends and regulations which might affect the department and acts on as required to ensure compliance.
- Willingness to serve on cross functional teams to ensure the continuous, ongoing improvement of processes, methods, productivity and quality, while reducing costs.

SUPERVISORY RESPONSIBILITIES

This job currently has no supervisory responsibilities but may have “dotted” line leadership responsibilities where mutually agreed upon with the CEO and may have several direct reports to support marketing and sales in the future.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE

Bachelor's degree and 7 to 10 years related experience and/or training; or equivalent combination of education and experience. Advanced degree preferred. Must be able to speak the technical language used by our customers and understand the requirements.



COMMUNICATION SKILLS

Ability to read, analyze and interpret legal documents, financial reports, government regulations, general business periodicals, professional journals and technical procedures. Ability to write reports, business correspondence and procedure manuals. Ability to effectively present information and respond to questions from senior staff, boards of directors, employees, clients, customers, regulatory agencies and the general public.

MATHEMATICAL SKILLS

Ability to work with mathematical concepts such as probability and statistical inference and fundamentals of plane and solid geometry and trigonometry. Ability to apply concepts such as fractions, percentages, ratios and proportions to practical situations.

REASONING ABILITY

Ability to apply principles of logical and scientific thinking to a wide range of intellectual and practical problems. Ability to effectively understand, deal with and satisfactorily resolve customer and employee problems. Ability to simultaneously deal with a variety of abstract and concrete variables.

COMPUTER SKILLS

Ability to work in Windows environment, Microsoft Office and Outlook, including Excel and PowerPoint.

CERTIFICATES, LICENSES, REGISTRATIONS

Must possess or obtain a valid U.S. Passport and valid driver's license.

PHYSICAL DEMANDS The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee is required to perform all normal executive office and travel activities, such as handling business materials, product samples and baggage. Lifting could occasionally reach 50 pounds. In addition, vision ability is required for driving and reading.

WORK ENVIRONMENT The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The work environment is a normal office situation; however, there is exposure to moving machinery and high noise levels when visiting various manufacturing areas. A moderate level of travel may be required.