



Job Description

Job Title: Strategic Account Manager
Job Grade: J23
Reports to: Management
Supervises: None
Ed/Exp: BA/10
Lic/Cert: None

Job Code: JE9992
SJC Code: TBD
EEO-1/Job Family: Professional
Created/Revised: August 31, 2005
Travel: < 50%
Environment: General Office

Objective: To act as a strategic, senior level consultant to Jeppesen management and to existing and potential clients to directly influence the targeted sale of Jeppesen's products and services. To provide pre-sales cycle strategic consultation, information, and solutions to prompt the sale of existing and planned products and services. To maintain a constant awareness of the existing and planned business objectives of existing and potential clients, and all related market conditions that potentially impact the sale of Jeppesen's products and services. To maintain a state-of-the-art subject matter expertise on designated existing and planned technologies and related products and services.

Essential Functions:

1. Consults to Jeppesen management and to existing and potential clients to directly influence the targeted sale of Jeppesen's products and services.
2. Provides pre-sales cycle strategic consultation, information, and solutions to prompt the sale of existing and planned products and services.
3. Maintains a constant awareness of the existing and planned business objectives of existing and potential clients, and all related market conditions that potentially impact the sale of Jeppesen's products and services.
4. Maintains a state-of-the-art subject matter expertise on designated existing and planned technologies and related products and services.
5. Establishes, maintains and develops business relationships with customers, potential customers and partners across verticals in the designated markets through targeted identification and development of new business.
6. Pursues, negotiates and establishes non-disclosure agreements (NDA), memorandum of understand (MOU), letters of interest (LOI), and other new agreements for business opportunity in compliance with company protocols, policies, and standards for contract administration.
7. Acts as a senior level product management consultant to Jeppesen management and to existing and potential clients for the targeted sale of Jeppesen's products and services.
8. Represents Jeppesen at designated industry trades show and professional organizations, as directed. Keeps immediate management informed.
9. Develops a strategic vision for client-specific promotional materials designed to directly influence the sale of Jeppesen's products and services. Communicates strategic vision to internal staff, management and the marketing department.
10. Participates in customer calls with sales teams to promptly clarify, validate and resolve any client issues.
11. Researches and identifies strategically designed vendor pricing programs and promotions to directly influence sales, and works in conjunction with Product Managers to expedite integration.
12. Develops a thorough knowledge of strategic client accounts, identifies selling opportunities, identifies decision makers, and develops relationships throughout the client organization.
13. Develops and maintains a strategic working knowledge avionics and marine technologies and how to enable, integrate and tailor Jeppesen's products and services to each strategic client.
14. Builds an account plan for strategic client accounts. Maintains and validates the accuracy of customer records, customer requirements, and customer preferences for new products and services.
15. Validates contractual compliance for assigned accounts as directed by Jeppesen Legal.
16. Takes an active role as a member of various product development teams.
17. Feeds customer knowledge and requirements to Product Managers to produce high-level, detailed product specifications for new features or technologies.

18. Provides technical direction, guidance, and training to staff, key customers, and industry contacts on new products, features, and client requirements.
19. Acts as a functional manager over accounts, customers, partners, and other staff for new business initiatives and opportunities, as directed.
20. Evaluates and responds to RFPs and RFIs, as directed.
21. Creates, implements as approved, and monitors plans for business initiatives, products, marketing and sales.
22. Conducts unit and revenue forecasting of new products and services, as directed.
23. Performs other related duties, including special projects, as requested or required.

Education/Experience: Bachelor's degree in business, with an emphasis in the sale and marketing of highly technical products, services, and information within the aviation and/or marine industries, or the equivalent combination of related training, proficiency and experience. A Master's degree is preferred. Ten (10) or more years of related experience, or the equivalent and validated proficiencies.

Skills, Knowledge & Abilities: Demonstrated subject matter expertise with proven hands-on experience in all phases of customer sales, new business development, new market development, product marketing, product development, product management, product quality and service delivery, preferably within the aviation and/or marine industries. Demonstrated proficiency conducting strategic customer business development and sales and service of the highest levels of complexity, diversity, and financial impact. Demonstrated knowledge of avionics and marine technologies, including engineering principles, to enable, integrate and tailor products and services to each strategic client. Demonstrated knowledge of U.S. domestic and international aviation and/or marine regulations, customer requirements, competitors, software products and related technologies. Demonstrated knowledge of liability, risk, intellectual property, contracting and other legal factors related to the sale of aviation or marine products and services. Demonstrated proficiency as a senior level point-of-contact for the consistent representation and communication of product sales, service, and management. Demonstrated proficiency negotiating with outside companies as needed to establish partnerships and other working relationships. Demonstrated experience conducting original research and analysis, and the consistent achievement of projected results based on analysis performed. Demonstrated proficiency establishing and maintaining successful customer service relationships that frequently lead to the sale of products and services. Demonstrated proficiency communicating technical data and its robust application in computer hardware, software and peripherals. Demonstrated effective and diplomatic oral and written communication skills, including making scheduled/unscheduled presentations before diverse domestic and international business development teams, executive management, and external clients. Demonstrated experience using diplomacy to negotiate, to resolve service conflicts, and to persuade others to embrace strategies proposed.

Licensure/Certification: None.

Performance Requirements: Employee must comply with Jeppesen's policies and procedures, including but not limited to: attendance, harassment, EEO/AA, confidentiality, security, safety, conflict of interest, ethics, copyright and patent, completion of core management development requirements, and use of company equipment/products/services, etc.

Physical Requirements: Character and scope of essential functions require constant sitting, seeing, hearing, repetitive motion, and occasional lifting of general office materials [reams of paper, telephone books, manuals, binders, etc., typically weighing ten (10) pounds or less. Essential functions are routinely performed in a general office environment and at numerous aviation and/or marine locations. Essential functions require frequent domestic and international travel. **Employee must comply with safety and security requirements, and wear Personal Protective Equipment (PPE) as requested or required.**