

DIRECTOR – BUSINESS DEVELOPMENT FREEMAN

(Based out of a Major Freeman Office)



Freeman is the world's leading provider of integrated services for face-to-face marketing events, including expositions, conventions, corporate events, and exhibits of all sizes.

COMPANY OVERVIEW

Freeman (www.freemanco.com) is the world's leading provider of integrated services for face-to-face marketing events, including expositions, conventions, corporate events and exhibits. Customer driven, Freeman offers a total package of solutions to our customers, with a scope of products and services unmatched by the competition. By empowering our employees to make educated, strategic decisions Freeman delivers reliable, consistent problem solving solutions that our customers have come to rely on. With 40 offices in North America, Freeman produces more than 3,000 expositions annually, including 102 of the largest 200 U.S. trade shows, and more than 10,000 other events worldwide. The company has received numerous awards recognizing outstanding efforts in industry leadership, customer service excellence, creative design, community service, innovation and customer-driven partnerships.

SUMMARY

Strategically develop high level client relationships that will utilize all of Freeman's core services (corporate services, exposition services, audio-visual services and production, etc.). The primary focus will be developing very strategic account strategies with a concentration on new account development while providing strategic input to Freeman's design, account management and executive team to continually advance accounts. This position could also become involved with existing accounts that have potential to utilize more of Freeman's core offerings. Maintain high visibility for Freeman in the industry through board and committee participation. This position will report to the Senior Vice President of Business Development and will have flexibility to office out of any major Freeman office location. This is not a virtual, home based position.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Business Development:

- Seek out opportunities through making phone calls, traveling, attending conferences, and utilizing the Internet.
- Develop and implement various sales solutions for new and existing customers that encompass one or more aspects of corporate sales, exhibitor sales, branch sales, national sales, or audio visual sales.

- Collaborate with internal departments, such as marketing, branch sales, national sales, and corporate sales to develop business expansion plans and further sales opportunities.
- Provide support to upper management in deal negotiations, contract development, due diligence, and other business development projects.

Analysis:

- Analyze customer market to determine customer needs, volume potential, price schedules, and discount rates.
- Prepare periodic sales reports showing sales volume, potential sales, and areas of proposed client base expansion.
- Review job costs to ensure efficient operations.

Miscellaneous:

- Represent company at trade association meetings to promote services.
- Represent Freeman to internal personnel and external contacts in a loyal, ethical, and moral manner.
- Maintain a high visibility for Freeman through industry meeting attendance.
- Keep track of travel expenses and submit travel expense reports as required.
- Perform other duties as assigned.

CORE COMPETENCIES

1. Adaptability – Effectively adapts and to changing work environments. Remains flexible in spite of adversity. Embraces change from current environment to desired future state.
2. Communication - Expresses thoughts clearly, both verbally and in writing. Reacts appropriately while listening and understanding the views of others. Encourages open communication.
3. Customer Service - Provides excellent customer service to clients, vendors, and/or fellow Freeman employees. Responds promptly, professionally, effectively, and efficiently to internal and external customer needs. Manages difficult or emotional situations. Recognizes sense of urgency in responding to needs. Follows up to ensure requests and/or needs are met. Ensures commitments are met consistently.
4. Dependability – Meets deadlines and commitments to ensure the job gets done. Consistently completes assignments in an accurate and timely fashion. Commits to long hours of work when necessary to reach goals. Demonstrates ability to work independently. Can be relied upon to meet deadlines and perform at expected level in typical circumstances as well as unexpected circumstances.
5. Ethics – Exemplifies and integrates Freeman's code of ethics into all aspects of management. Upholds organization's standards and values. Demonstrates honesty, reliability, and professionalism.
6. Job Knowledge - Acquires, understands, and applies technical and professional knowledge and skills to perform job effectively, efficiently, and safely. Understands and adheres to Freeman policies and procedures. Stays abreast of trends and pending changes within assigned area of responsibility.

7. Multi-Tasking – Ability to multi task and juggle priorities within allotted timelines. Manages a variety of responsibilities in a timely, efficient manner. Prioritizes work appropriately.
8. Organizational Support - Supports organization's goals and values. Follows policies and procedures. Understands the environment and culture of the company as well as the trade show and convention industry. Works effectively with branches and departments across the company.
9. Teamwork - Facilitates a positive and productive team oriented environment. Encourages open communication/feedback within the team. Minimizes conflict and builds collaboration to maintain productive team.

JOB SPECIFIC COMPETENCIES

1. Analytical - Synthesizes complex or diverse information using intuition, research and experience to complement data provided. Reviews & analyzes a wide variety of information and recommends a specific course of action.
2. Communication - Expresses thoughts clearly, both verbally and in writing. Listens and understands the views of others.
3. Critical Thinking – Uses logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
4. Decision Making - Considers the relative costs and benefits of potential actions to choose the most appropriate one. Makes decisions while exhibiting judgment and a realistic understanding of issues.
5. Drive – Identifies and accomplishes challenging objectives or personal goals.
6. Initiative – Looks for and takes advantage of opportunities. Maintains a high level of interest and enthusiasm for job responsibilities. Has demonstrated record of being a self-starter and self-motivated.
7. Innovation – Meets challenges with resourcefulness. Presents ideas and information in a manner that gets other's attention.
8. Persuasiveness – Utilizes appropriate interpersonal styles and methods to gain agreement or acceptance of an idea, plan, activity or product.
9. Presentation Skills - Ability to define, create and deliver professional presentations and speeches on behalf of Freeman to all levels of customers, industry experts and press organizations. Also includes the ability to present one's own self in a professional, persuasive, and knowledgeable manner.
10. Time Management – Manages one's own time and time of others to achieve desired results in a timely manner.

SUPERVISORY RESPONSIBILITIES

No direct reports

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 (B.A.) from a four-year college or university.
- Ten (10) or more or more years of related experience.
- Possess exceptional business development skills.
- Knowledge of Total Show System (TSS), Sales Force.Com (SFDC), and Event Process Solutions (EPS) preferred.
- Working knowledge of all Microsoft Office Software applications
- Has demonstrated consistent above average performance evaluations in previous roles such as Director or Manager of Sales.
- Has proven the ability to successfully lead the profitable production of opportunities over \$5 million in revenue.
- Model a high sense of energy and integrity for the team members.
- Maintain positive, persuasive and passionate attitude.

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.

While performing the duties of this Job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms and talk or hear. The employee is occasionally required to stand; walk; drive, climb, balance, stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 10 pounds.

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.

While performing the duties of this job, the employee is occasionally exposed to moving mechanical parts. The employee is frequently exposed to outside weather conditions. The employee is occasionally exposed to fumes or airborne particles and risk of electrical shock. The noise level in the work environment is usually moderate.

COMMENTS

The position described above is a general outline of the job's responsibilities and requirements. The duties may increase or decrease at any time at the discretion of management.



COMPANY HISTORY

Donald S. “Buck” Freeman, visionary founder of his namesake company, Freeman, began his career while a college student at the University of Iowa. As a pledge for a national fraternity, he discovered that he enjoyed decorating fraternity parties across campus. The success of decorating fraternity and sorority parties led Buck to form the New Idea Service Company in Iowa City, Iowa, in 1923. The “idea” grew and the company expanded to serve larger universities and state schools.

In 1927, Buck opened the first Freeman Decorating Company (FDC) office in Des Moines, Iowa. The next 15 years led to expansion for FDC through the purchases of other decorating companies. They began to perform work for fairs and small regional events.

During World War II, Buck redirected his work to support the war effort by painting government barracks, hospitals and airport runways. Freeman Contractors, Inc. was formed to handle this special government work, including extensive camouflage work at several training airports in the Midwest.

After the war, Buck continued with his decorating business in the state of Iowa. In 1950, Freeman was asked to build an exhibit at the State Fair of Texas. Buck opened an office and warehouse in Dallas, which eventually became the company’s headquarters in 1974. Freeman Decorating Ltd. (FDL), the Canadian division was opened in 1988; in 2001, Hoffend Xposition, a full-service contracting firm, joined the Freeman family of companies.

In 1961, Buck added full-service freight and material handling services through the purchase of Sullivan Transfer Company. In 2003, Sullivan’s convention division became part of Freeman Decorating; the specialized rigging and heavy haul division remained a separate entity and is now known as Sullivan Rigging.

With the help of a designer, Buck solicited business for the 1966 International Petroleum Exposition. This laid the groundwork for the establishment of the Freeman Design Display (FDD) division of the company, which officially opened in August 1967. FDD changed its name in April 1989 to Freeman Exhibit Company (FEC).

In 1975, Buck purchased controlling interest in AVW Audio Visual, Inc. A national full-service audio visual company, AVW operates with a complete inventory of audio visual and computer rentals, meeting and corporate event services, custom equipment sales and installation. In 2001, AVW merged with Canadian-based TELAV Audio Visual Services to form AVW-TELAV Audio Visual Solutions, the most comprehensive resource for audio visual and presentation technology needs in North America. In January 2008, AVW-TELAV became Freeman – Audio Visual Solutions.

In 1997, a full-service trade show air freight company, Freeman Air, became the sixth company within the Freeman companies. The company expanded in 1999 to become Freeman Transportation, a full-service global exhibit transportation group, including common carrier, van line, air freight and small package services.

In 2000, Stage Rigging, Inc. joined the group of companies to add another specialized resource. Stage Rigging is a diversified theatrical rigging company that provides a full range of rigging services on a global basis for theatrical tours, corporate events, and expositions.

In 2002, the company added electrical services to its full-service resources with the acquisition of Kerry Technical Services in Toronto. In 2004, they also began to offer electrical and utility services on the U.S West Coast through the acquisition of Independent Electric company.

The Freeman family of companies also includes Party Time Rentals in Ottawa, providing event and catering rental equipment.

Freeman's son, Donald S. Freeman, Jr., was named President of the company in 1972 and currently serves as chairman for Freeman. Don's son-in-law Joseph V. Popolo, Jr. serves as CEO of Freeman, with daughter Carrie Parsons as vice chair and chief marketing officer.

Buck Freeman died on February 5, 1977, after devoting more than 50 years to the convention and trade show industry. In 1985, the Convention Industry Council named "Buck" Freeman one of the original 11 Industry Hall of Leaders for his major contributions to the growth and professionalism of the meeting and trade show industry. In 1993, Don Freeman was also inducted into the Convention Industry Council's Hall of Leaders.

Today, the company Buck founded has consolidated most of its divisions and is simply known as "Freeman." The company continues to produce events that facilitate face to face marketing from 75 offices in 40 cities across North America, providing a complete range of services including overall design and décor, graphics production, logistics and on-site coordination, exhibit design, fabrication and program management, installation and dismantle services, carpet and furnishings, audio visual presentation technologies, electrical services, theatrical stage rigging, freight transportation and material handling services.

For consideration of this opportunity, please e-mail resume with cover letter, including salary history to: Mark Gnatovic, Vice President with SearchWide gnatovic@searchwide.com 972-906-9118