

Pittsburgh Regional Alliance – Senior Vice President, Business Investment Opportunity Profile 2024

PITTSBURGH REGIONAL ALLIANCE



The Pittsburgh Regional Alliance (PRA), an affiliate of the Allegheny Conference on Community Development (Conference), is a 10-county economic development partnership formed to advance the regional economy and attract strategic investment opportunities via both attraction and in-market expansion. They help companies—local, domestic, and global—and organizations who choose to expand in the region for their growth and investment plans.

THE PERSON

The Senior Vice President of Business Investment is an economic development position that will play a central role in reaching the Pittsburgh Regional Alliance's objectives in attracting and expanding business and investment within the 10-county region of Western Pennsylvania. The position will oversee the design and implementation of the PRA's sales and business development, and in-market expansion activities. The position reports to the Chief Growth Officer of the Conference and will support strategic economic development projects to grow emerging and innovation-driven sectors –including energy, advanced manufacturing, life sciences, and robotics and autonomy. The position will advise the Chief Growth Officer on external business attraction, retention, and expansion opportunities and other issues within the Pittsburgh region. The position works closely with the Chief Marketing and Communications Officer to support and partner with the PRA and region in marketing activities.

Duties and Responsibilities:

The position includes the following duties and responsibilities:

- Create a comprehensive, proactive business development strategy that drives leads and opportunities to the region, focused on robotics/autonomy, life sciences, energy, advanced manufacturing, and other relevant innovation sectors.
- Lead the implementation of regional sales and business development operations via external business attraction, in-market business expansion program, and lead generation.

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- Establish close working relationships with regional partners, elected officials, higher education, private sector, and the Commonwealth of Pennsylvania Department of Community and Economic Development (DCED) as needed.
- Lead the PRA planning and execution of key trade shows and conferences in targeted sectors.
- Co-lead the PRA project management lead tracking and active project pipeline report mechanism and report out at relevant Conference leadership committees.
- Collaborate with the PRA business investment team responsible for responses to request for information, large site-based projects, real estate related development, and relationships with site consultants.
- Collaborate closely with the Conference Marketing and Communications team to proactively conduct business marketing into key markets to support external lead generation and business attraction.
- Partner with the Conference Marketing and Communications team to create, update, and maintain key marketing, sales, and business development and informational resource documents for prospective businesses and investors.
- Collaborate with the Conference Research and Strategy team to identify target sectors, markets and companies based on market research.
- Guide and support Direct Reports, fostering their professional growth and development.
- Any other responsibilities that the Board Members and Chief Growth Officer deem appropriate to fulfill the Conference's mission and mandate via near daily interaction and engagement.

Requirements and Qualifications

The preferred candidate will have the following requirements and qualifications:

Role-specific Qualifications

- Proven track record of accomplishment in business development.
- Considerable knowledge and experience with business development and marketing techniques.
- Excellent customer service skills.
- Superior networking and relationship-building skills, including individuals of diverse backgrounds.

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- Ability to learn quickly the technical and business skills necessary to carry out insightful and impactful correspondence with potential new businesses.
- Strong knowledge of standard business relocation activities and resources.
- Demonstrated ability to aggressively sell and close deals, while effectively providing client support.
- Superior organizational skills including ability to multi-task and manage multiple business development leads at once.
- Ability to communicate with potential investors and business representatives effectively and credibly.
- Demonstrated expertise in leadership and management, showcasing the capacity to motivate and energize the team toward peak performance.

General Qualifications

- A commitment and desire to have a positive impact on the Pittsburgh Regional economy.
- Broad knowledge of global business trends and local Pittsburgh resources and advantages.
- Exhibit an entrepreneurial spirit and be results and solutions oriented.
- Excellent written and oral communication skills.
- Detail-oriented and conscientious.
- Superior project management skills.
- Strong computer skills focused on CRM (Salesforce) and MS Office (Word, Excel, PowerPoint, Outlook).

The preferred candidate will have the following education and experience:

- Bachelor's degree and at least five to seven years of senior level work experience in economic or business development, specifically focusing on sales, lead generation, or business strategy. This includes a demonstrated track record of successfully leading and expanding economic development initiatives in both the public and private sectors
- Experience in the full spectrum of deal flow, including lead generation, project management, and final investment decisions in various sectors.
- Willingness to travel nationally and internationally and relocate to the 10-county PRA region.
- Proven experience in curating experiences and responsiveness for high-demand customers and clients.

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COMPENSATION

Salary will be competitive and commensurate with experience and qualifications with a range of \$152,000 to \$175,000, not including benefits, or relocation allowance.

APPLICATION PROCESS

This position is open until filled. Please submit your application as soon as possible to ensure you are considered for this position. Upon receipt, resumes will be screened in relation to the criteria outlined in this brochure. Candidates selected for interview will be contacted by Jorgenson Consulting. For consideration, please submit a résumé to Todd Jorgenson at PRA-SVPBI@jci-inc.net

REFERENCES AND BACKGROUND CHECK

There will be an extensive background and reference check of candidates. Once strong mutual interest has been established, candidates are asked to provide a list of references that should include, but not be limited to, a supervisor, a peer, a development client and a subordinate, as applicable. Candidates will be asked to sign an authorization to release information for the purpose of the background investigation, which may include education, social media background, credit check, criminal and driving records. Should an offer be extended prior to the completion of these checks, the offer will be made contingent on the successful completion of the reference and background checks.