



New Business Development Director

MidMichigan Innovation Center

The MidMichigan Innovation Center (MMIC) is a private, 501(c)3 nonprofit organization that connects entrepreneurs and start-up companies to the critical resources, valuable services and flexible facilities needed to accelerate the development of businesses in the mid-Michigan region.

General Purpose

To help innovative companies in Michigan grow and mature through direct assistance and consultation and through development and management of support programs and projects. Focus is on start-up technology companies and early stage firms to help them form and become viable businesses.

Major Responsibilities

Manage the business development activities of the MidMichigan Innovation Center located in Midland, Michigan, including the following key responsibilities:

- Develop and manage marketing for the overall business incubation program, including the selection process for potential clients.
- Establish a plan and implementation process to generate a sufficient number of qualified prospective tenants and clients.
- Direct a tenant and client recruiting program including appropriate speaking engagements, a standard tour of facilities, a printed description of services, and referral system.
- Provide business and technical assistance to client companies.
- Develop, coordinate and monitor the network of contacts and consultants to make maximum use of opportunities for early stage firm clients.
- Develop and manage programs and relationships, such as educational seminars, student teams, mentoring and coaching relationships, to promote and support the formation and growth of businesses; identify and match qualified personnel to various opportunities.
- Prepare website content and oversee its implementation.
- Plan special events/media opportunities.

- Write copy for newsletters and marketing pieces, and oversee publication.
- Solicit professional service providers to become an integral part of the business incubation program of management assistance and commercial development.
- Give special attention to recruitment of mentors and angel investors to attach to individual commercialization projects.
- Prepare all required reports and maintain records on all tenant and client activity.

Qualifications

- Strong marketing and sales skills
- Excellent project management abilities
- Strong writing and communication skills, including public speaking
- Excellent interpersonal and management skills
- Knowledge of principles and processes for providing customer services.
- Ability to manage multiple projects and demands at a time.

Requirements

Job requires an individual with formal business training; general technology competence; and demonstrated experience in business (marketing and sales) and management skills. A technology degree and/or business education and 5-10 years related work experience are recommended. Familiarity with Mid Michigan region and the State of Michigan business environment are strongly preferred.

Position Information

Exempt staff role based in Midland, Michigan, full time; flexible working hours are available; position requires regular day-travel within the region; relocation expenses are not available for this position.

Supervisory Duties

No direct supervision. Job does require directing work of others and facilitating and leading cross-functional teams.

Salary

Commensurate with qualifications and experience, medical insurance, paid vacation, paid holidays, and 401K.