

**Position:** Sales & Business Development Executive

**Reports to:** Managing Director

**Location:** Hong Kong

**\*Candidates must have the right to work in Hong Kong**

**\*Candidates must submit a cover letter with CV**

### **The Global Institute For Tomorrow (GIFT)**

We are an independent pan-Asian think tank with offices in Hong Kong and Kuala Lumpur. Through our non-traditional approach to executive education and advisory services, we advance a deeper understanding of the shift of influence from the West to Asia, the dynamic relationship between business, society, and the state, and the reshaping of the rules of global capitalism.

Our proprietary curriculum and experiential learning methodology have been developed over 18 years, working with 2,000+ alumni in 80 countries. The executive education programmes cultivate the leadership mindsets and behaviours that are crucial to navigating and redesigning society in the 21st century. The programmes result in [publicly accessible](#) business models and policy recommendations that have positive and impactful social/environmental outcomes.

Advisory projects may comprise sustainability advisory, strategy and policy development, and stakeholder engagement.

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### **Team & Job Description**

As a **Sales & Business Development Executive** reporting to the Managing Director, you will work to originate, develop, and close sales with corporate and government clients, working closely with GIFT management and others managing programmes, research, and advisory projects. While the overall sales cycle for customised leadership development programmes can extend over a period of time, and involve multiple stakeholders, presentations, and proposals, the public programmes sales and certain advisory projects can be confirmed more quickly.

The successful Sales & Business Development Executive will be determined, agile, and persistent in reaching and presenting GIFT's service offerings to prospective clients, motivated by a deep understanding of the benefits to individuals, organisations, and society at large. Conceptual thinking, intellectual curiosity, and critical thinking are key success factors in working to uncover new client prospects and communicating how GIFT's solutions can meet their needs.

Specific activities of the role will include, but not be strictly limited to, the following with estimations of time allocation:

#### **Public Programmes Sales (~40%):**

- Support the overall sales of public leadership programmes which include GIFT's flagship Global Leaders Programme (GLP) offered twice per year, the Asia Young Leaders Programme (AYLP) and the Hong Kong Young Leaders Programme (HKYLP), each offered once per year.
- Coordinate the sales efforts for each individual programme in the Hong Kong office which includes the GLP and the HKYLP, working closely with the Managing Director and Head of Programmes.

- Work to close sales from new and existing clients, through a structured sales campaign including tracking outreach, coordinating sales meetings, preparing presentations, supporting follow up, and tracking responses in the CRM.
- Support the planning and execution of programme marketing efforts, including communications through GIFT newsletters, social media, direct email campaigns, and other channels as appropriate.

***New Business Development (~40%):***

- Support overall business development strategy planning, working closely with the Managing Director and Head of Programmes.
- Work to produce high quality proposals in response to stated client needs, formal Requests for Proposals (RFP) and opportunistic new prospect origination.
- Track and manage the business development pipeline, including follow-up on proposals submitted.
- Lead the process of seeking RFPs from new and existing clients. Monitor client HR budgeting cycles, track outreach and follow up on an overall BD calendar.
- Seek to continually improve sales and marketing materials, and presentation collaterals taking account of client feedback and signals from the market.
- Support contract negotiations with clients as needed

***Lead Generation, Client & Prospect Management (20%)***

- Lead the process of managing the CRM in HubSpot, seeking to streamline processes, maximise its utility, and engaging other team members.
- Manage and grow GIFT's client network. Support strategy development, working with the Managing Director and others on the management team.
- Continually prospect for new client prospects and sales leads for public programmes, using a multi-pronged approach including market and news analysis, social media engagement, and other channels.
- Build a network, using all available resources including but not limited to past clients, GIFT alumni, expert speakers, thought leaders, networking events, etc, and work to convert into active clients.
- Lead the development and execution of the alumni engagement strategy, as a means to engage, add value, and seek support in client development.

**Qualifications / Requirements**

- At least 2-3 years' work experience, with a focus on sales, business development, consulting or advisory client management, sales lead prospecting, cold calling, database management.
- Experience in managing client relations, business communications, proposal writing, and/or digital marketing a plus.
- MBA or master's degree in a technical field is an advantage.
- Fluency in written and spoken English required; Fluency in Mandarin, a plus.
- Technologically savvy with practical experience in all Microsoft 365 applications (Outlook, PowerPoint, Word, Excel) and video conferencing platforms (Teams, Zoom). Familiarity with Canva, HubSpot CRM and digital marketing tools is a plus.
- Some business travel is required.

### Ideal Candidate

- **Results-driven self-starter** who is comfortable working independently and as a team in a flat structure. Takes pride in achieving outcomes, meeting and exceeding targets.
- **Comfortable with conceptual and strategic thinking** to comprehend abstract and complex ideas and communicate effectively to current and prospect clients. Able to connect the dots between disparate macro insights to create and market new ideas.
- **Polished communications** – written & verbal – including self-confidence, relationship management, letter writing, copy writing, in-person and video presentations.
- **Project management** - excellent organisation and multi-tasking skills. Ability to manage time effectively against agreed targets and milestones. Comfortable managing multiple pieces of work/projects simultaneously in a methodical and detailed manner.
- **Attention to detail** to produce client-ready high-quality materials, and manage client communications with precision, timeliness and professionalism.
- **Excellent research and writing skills** – ability to synthesise news and current events to uncover new business development prospects.
- **Problem-solver** to gather information, weigh the associated pros and cons, and formulate the best solution for participants, clients, project partners and GIFT.
- **Negotiation and conflict management** to negotiate mutually beneficial agreements and resolve unexpected issues with clients, colleagues, and other key stakeholders.

### Benefits of the Role

- A fulfilling, challenging, and multi-faceted role that will test and broaden your learning and skillsets. We encourage you to think, discover, learn, and grow, with a truly regional focus and exposure.
- Constructive, stimulating, fun, and open work environment in a dynamic and purpose-driven company. We have a strong emphasis on idea generation and personal initiative.
- Unlimited learning opportunities with exposure to a broad spectrum of subjects and themes, including working on influential projects for government and business with far-reaching social impact.
- Opportunity to travel for sales meetings and client work to enhance professional exposure and broaden worldview.
- Flexible career path with ample room for growth in a regional role.
- Full access to subsidiary edtech platform, [GIFT.ed](https://www.gift.ed).
- Competitive remuneration and employment benefits. Compensation package may include base and commission on sales.

To apply, please send your **CV and a covering letter** to Eric Stryson: [estryson@global-inst.com](mailto:estryson@global-inst.com)  
All information provided will be used for recruitment purposes only