Company Overview

Institute for the Future is the world’s leading futures thinking organization. For over 50 years, businesses, governments, and social impact organizations have depended upon IFTF global forecasts, custom research, and foresight training to navigate complex change and develop world-ready strategies. IFTF methodologies and toolsets yield coherent views of transformative possibilities across all sectors that together support a more sustainable future.

Headquartered in the heart of Palo Alto, IFTF has a full time staff of 40, and an extensive network of affiliate contributors throughout the world. The IFTF staff includes experienced researchers and forecasters representing a range of disciplines from the social sciences, public policy, and technical domains. They are joined by creative designers who render this research in accessible and innovative print and digital formats.

The global network of distinguished IFTF affiliates work closely with IFTF to bring special expertise, diverse experience, and out-of-the-ordinary talents to complex challenges. From university professors to independent thought leaders and hands-on innovators, they help IFTF work at the forefront of new ideas and practices worldwide.

Position Overview

IFTF would like to add an experienced and strategic seller to its team. Because of its unique purpose and offerings, IFTF will need an equally unique combination of skills and experience for this role. The clients that IFTF serves are quite diverse, ranging from CEO’s of Fortune 500 companies, to elected government officials, to leaders of non-profit organizations. Consequently, an understanding of overall business operations in a variety of sectors would be helpful.

In the very collaborative culture of IFTF, this person will interact with a variety of futurists and subject matter experts and will need to establish trust and credibility quickly. A strong “EQ” and the ability to foster relationships both outside and inside the organization are essential to long term success.

Basic Role & Responsibilities

Reporting to the Director of Strategy & Growth, this role will be responsible for leading revenue development to achieve an additional $2m in annual revenue. In short, the Director of Business Development will be charged with driving all aspects of current and future revenue generation for IFTF.
Specifically, this role will:

- Have significant experience in developing sales outreach and relationship-building strategies and implementing plans to achieve them
- Develop their personal business plan to achieve annual revenue goal, paying special attention to new business opportunities
- Be a leader in the organization in its approach to revenue generation, assessing all current offerings and helping to develop a strategic plan for the next 3-5 years
- Assist the Director of Strategy & Growth in driving the annual revenue planning process and strategic sales forecast
- Create an “outsider’s assessment and valuation” of all of IFTF’s offerings, in terms of marketability, margin and growth potential upon joining IFTF
- Construct a path for strategic account development, including potential new sectors or industries
- Become familiar with colleagues’ capabilities in research, training, creative, etc. and learn how to leverage their expertise in the sales process
- Identify existing and new scalable assets and offerings
- Develop a comprehensive knowledge of the competitive landscape in futurist consulting and identify current events and opportunities that could leverage IFTF’s capabilities
- Have superb communication skills, including writing and public speaking
- Be knowledgeable and comfortable in a broad set of venues, including established corporations, start-ups, foundations, educational institutions, and governments
- Be able to translate your knowledge into effective sales and marketing strategies
- Understand the research environment, methodology, and content around IFTF and see opportunities to apply it in diverse private and public settings, then translate into innovative plans to address those opportunities
- Develop sales programs with specific objectives and quantifiable results
- Think “on your feet” and to see, translate, and convert opportunities
- Require demonstrated flexibility, drive, and ability to work in a creative, experimental, minimally-structured environment

Experience Required

The ideal candidate will have at least 10-12 years of professional experience, with 8-10 or more of those having been in professional services, as a business developer, consultant, or solutions architect, and with responsibility for an annual revenue target.

In terms of client interaction, this person will have significant experience dealing with Senior Leadership, C-suite individuals, and executive teams. The DBD will bring a network of strong potential client relationships and contacts. These relationships need not be only in the private sector. It would be ideal to bring experience with public sector companies and/or government organizations.

This individual may come from a variety of industries. What is crucial is that she or he has experience in identifying opportunities, structuring solutions, and presenting and selling complex programs to clients in large organizations. Regardless of career path, the right candidate will have a track record of success in
professional services and will have teamed with other departments such as research, strategy and creative resources, to pursue and win business.

In addition, the ideal candidate will have experience in these areas:

- Strategic Sales Planning
- Solution design for gaps/pain/friction areas
- New Market Development
- Solution Sales Training
- Proposal writing
- Contract Negotiations
- Relationships with blue-chip and high-growth target partners
- Ability to confidently service Fortune 500 executives
- Well organized with exceptional attention to detail
- Excellent communications and interpersonal skills
- Excellent verbal and written English

Experience selling professional services within one or more of the following industry sectors would be a bonus: financial services, technology, telecommunications, pharmaceutical, healthcare, medical, scholastic, industrial, manufacturing, and government agencies.

Personal Characteristics

In addition to the experience described above, there are some personal characteristics that would promote success in the DBD role. A strong intellect and sense of curiosity would be ideal. A flexible and agile working style, an ability to embrace contributions from diverse sources, and a passion for doing something meaningful in the world would be desirable, as well.

Additionally, these characteristics are “must haves” for success:

- Collaborative – interested in the contributions of colleagues
- Strategic and insightful regarding opportunities
- A good listener – able to identify clients’ needs, pain or challenges
- Comfortable and effective in the C-suite
- Organized – with a clear sense of priorities and ability to focus
- Ethical – Approaches the sales process with integrity and sound judgment
- Polished – Articulate, persuasive, presentable and personable

Location

Expectation is for the position to be virtual but located in the San Francisco Bay Area would be preferred.

Compensation

Compensation includes salary, target bonus, and full benefits. In addition, IFTF embraces a flexible and autonomous working structure, ideal for motivated and efficient professionals.
How to apply

If you are interested in learning more about this opportunity, please send your resume and cover letter to iftfjobs@iftf.org.

Please Note: Applications without both a cover letter and resume will not be considered.

Institute for the Future values a diverse workplace and strongly encourages people of color, LGBT individuals, women, people with disabilities, members of ethnic minorities, foreign-born residents, and veterans to apply. IFTF is an equal opportunity employer. Applicants will not be discriminated against because of race, color, creed, sex, sexual orientation, gender identity or expression, age, religion, national origin, citizenship status, disability, ancestry, marital status, veteran status, medical condition, or any protected category prohibited by local, state or federal laws.

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