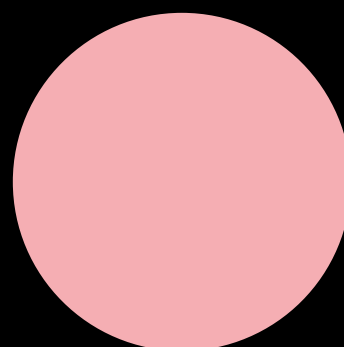
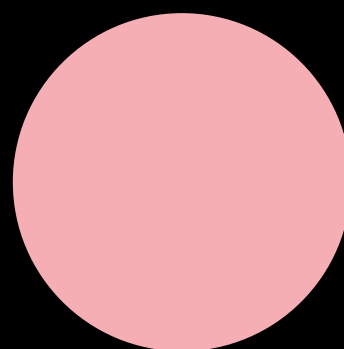


22 April 2025

Savanta EMEA

**Role Specification:
New Business
Director
Client Development**



Classified: Private

Location: Amsterdam

Business Area: Client Development

Reports to: EMEA Leadership unit

Our Client Development Team

Our Client Development team is at the heart of our business, collaborating across Research and Operations to drive new business and growth from existing accounts. We're a successful, fast paced team who support each other, drive improvement, and enjoy what we do.

We're proud to consult, advise and challenge our clients, providing them with the best data and insight solutions to make lasting improvements to their business performance.

The Role

New Business Director | Client Development | Amsterdam

This senior position sits within the EMEA Client Development team, with a focus on converting prospects across sector specific corporations including but not limited to Media, Consumer, Financial Services, Public, B2B brands and amongst intermediaries such as Media and Advertising Agencies. Within this role, you will have access to Savanta's full suite of research products and able to provide prospects and clients with tailor-made solutions to their research objectives. Savanta offers both qualitative and quantitative solutions and you will be expected to apply the most appropriate solution when creating proposals.

- **Media**

The Media team supports clients within the media sector, to help them grow, engage and monetise audiences. Furthermore, they work with clients who spend money on media, to help their advertising be as effective as possible, through creative testing, campaign evaluation and advertising tracking, to ensure their campaigns are optimised and they are getting maximum ROI on their investment.

- **Consumer + Financial Services**

The Consumer team serves the Retail, FMCG, and luxury markets. Typically, these are the most dynamic sectors and consequently, consumer needs, behaviours and attitudes are changing all the time. The FS team works across a range of sectors including banking, wealth management, credit cards, insurance, pensions and mortgages; and our clients range from large multinationals, through to challenger banks, FinTechs, and boutique private banks.

- **Public Sector + Corporate B2B**

The Public team (formerly ComRes) is an established unit within the Brussels sphere producing solutions for public perception, campaigns, policy advice and reputational measurement across consumer, political and business audiences. The B2B division (formerly Circle Research) works across sub-sectors such as tech, transport & travel, manufacturing, logistics and our clients typically are of larger size and often operate globally.

- **Agencies**

The agencies team is dedicated to providing predominately fieldwork services across research, media and PR agencies as well as management consultancies. The team also provides the full suite of Savanta solutions when required and is supported by its own operational unit given the different ways of working between end corporations and agencies.

As a New Business Director in our fast-growing and dynamic European Commercial team you will be leading multi-market and complex proposals and pitches. You will be responsible for driving profitability across your own prospect database and deliver growth and increased share-of-wallet across your prospects.

You will need to demonstrate knowledge across your full prospecting base, creating excellent sales plans and comprehensive account plans where necessary.

Working independently - whilst having the confidence to reach out for support as needed – you will collaborate closely with our teams, as well as external suppliers, you will apply your knowledge, expertise, and commercial skills to support clients in better decision-making, making Savanta the partner of choice for a broad range of research opportunities.

We are looking for people who have a ‘can-do’ attitude, enjoy working in a fast-paced, scale-up environment and are confident in dealing with clients and applying research and industry knowledge, as well as being responsible and accountable for revenue targets.

In this role you will have responsibility for:

New Business

- Ownership and accountability for given new business territory (lapsed, new, existing network), and associated revenue targets
- Consistently achieve KPIs and monthly revenue targets
- Lead and develop client relationships, managing competing demands
- Deliver proactive prospecting, creating initial conversations leading to opportunities
- Apply strong knowledge of buying persona and how to engage them
- Create custom made winning proposals which include any relevant Savanta capabilities with the client’s objectives at the heart of the approach.
- Tailor and lead pitches (and pitch perfect methodology) to senior audiences, elevating proposals and Savanta as a brand
- Drive and demonstrate growth across new logos
- Leading on Aftercare and bringing improvements back into the business

Commercial

- Produce excellent Short Term Action Plans (STAP), with full accountability for defined actions
- Demonstrate how to plan for hitting revenue targets, prospect for new business and effectively manage the sales process from start to finish
- Fulfil all aspects Rhythm of Business and associated cadence, including being an expert at STAP and Account Planning
- Ability to accurately forecast
- Apply expert knowledge of the sales and research process across all touchpoints
- Work closely with Marketing to identify and create content/campaigns to drive lead generation
- Demonstrate ability to define the right proposition across a wide range of client objectives
- Support team in transitioning proposals to live projects and clients to account management, working effectively with the relevant teams

People & Team

- Demonstrates role as leading member of the team, and the positive impact this brings to Savanta (internally and externally)
- Trusted partner to aligned vertical, area or product leadership demonstrating a growth and improvement mindset Proactively shares and drive best practice, supporting wider team development
- Acts as escalation point and trusted advisor
- Involved in interviewing and recruitment of mid-level prospective staff
- Meets company expectations and fully embodies Savanta values

Personal Development/ Profile at Savanta

- Growing profile internally, across Next15 and externally helping to build own, and Savanta's brand
- Expert knowledge across entire Savanta portfolio and offering, the research industry and client worlds
- Ability to demonstrate business acumen and commercial awareness
- Actively contributes to the team, leading meetings and sharing knowledge
- Ensures the team is supported and encouraged to build their industry knowledge
- Close working, respected and invaluable relationship with SDs/VPs/SVPs/EVPs
- Working towards defined individual development plan and outcome linked to one of 4 potential routes: Team, Vertical, Product, Region

About You

A New Business Director is a senior team member responsible for delivering all aspects of the core role and acting as a trusted advisor to colleagues and clients alike. Taking ownership for a wide range of prospects they drive growth for the European team and share their experience and knowledge across the team.

New Business Directors are accountable for converting new prospects and lapsed clients and any associated revenue targets, identifying new logos, opportunities for growth and developing new client relationships. They have a comprehensive knowledge of commercial and insights practices as well as a solid understanding of different research techniques and how they can be applied effectively to winning proposals.

Strong Directors are motivating communicators, highly influential and exceptionally talented across several core traits developed over time. Directors always embody the culture and ethos of Savanta, building their, and Savanta's, profile internally and externally.

Strong Directors are self-starters, proactive and organised, managing their own time effectively and able to use their knowledge and experience to fit seamlessly within the Savanta model and efficiently use their existing network to help our European growth.