



## **Business Development Manager**

### **The Company**

Whyte Bikes is a premium brand in the eBike, mountain bike, adventure/commuter, and gravel bike markets. It is an award-winning British bicycle company with a focus on performance and design.

The business was recently acquired from family ownership by Cairngorm Capital. The investment from Cairngorm will allow Whyte to increase its production volumes, further develop its product portfolio and ensure that the company is well positioned to capitalise on the growing eBike category.

The company has substantial growth plans and is currently recruiting several roles to work alongside the existing team to support the transformation into a much larger, market leading brand.

### **The Role**

Reporting to the Commercial Director, the Business Development Manager is responsible for proactively identifying and developing new routes to market. This is outside of our existing retail network and will include corporate B2B and managing government tenders. This role will compile detailed market analysis, highlight potential risks and rewards and support our sales team.

The ideal candidate will enjoy a fast-paced sales and KPI driven environment. Attitude is key, we are a lean team; together we try to keep things simple and efficient to enable our business to grow at a rapid pace.

This hybrid working role will be based at the Hastings office.

### **How you will make a difference**

- To secure new business within both public and private sectors environments
- Meet and exceed allocated acquisition targets within your allotted sectors
- Conduct detailed market analysis to create a solid target list
- Work with the commercial team to ensure our offering is relevant and competitive in the market
- To work collaboratively with your peers in the sales team, sharing insight, approaches, and market knowledge as appropriate
- Proactively review and work within company policies, standard operating procedures, and legislative updates to ensure you are working in line with best practice whilst controlling business risk
- Support the overall sales function to manage overstocks
- Manage government tenders from inception through to delivery
- Manage terms of business ensuring market compatibility
- Develop commercial reporting
- Over deliver against a defined set of KPIs

### **More about you**

- Excellent negotiation skills, proven track record of successfully pitching for new business
- Proven track record of increasing revenue through generation of own leads
- Ability to generate and manage leads across multiple sectors
- Experience of putting together bids and government tenders
- Strong analytical skills and commercial understanding of business environments
- Strong presentation and communication skills, oral and written
- Attitude is key. A friendly team player, who has strong interpersonal skills and seeks to build and maintain relationships across teams

Please apply with your CV and covering letter to [jobs@whyte.bike](mailto:jobs@whyte.bike)