



OPPORTUNITY PROSPECTUS

# Business Development Director



## About Aon

Aon plc (NYSE:AON) is a leading global professional services firm providing a broad range of risk, retirement and health solutions. Our 50,000 colleagues in 120 countries empower results for clients by using proprietary data and analytics to deliver insights that reduce volatility and improve performance.

Our world is more volatile – economically, demographically, and geopolitically – than ever before. We are also more interdependent. This dynamic creates both unique opportunity and incredible uncertainty and risk – risk that is increasingly connected and more severe.

Aon is a leading global professional services firm, operating in 120 countries, providing advice and solutions for businesses in risk, retirement and health, at a time when these topics have never been more important to the global economy.

(Re)insurers need advice on how to grow, improve resilience, and adapt to the disruption and challenges they're facing. Aon's Reinsurance Solutions business provides risk transfer, claims advocacy and capital management solutions, enabled by data and analytics, to help our clients navigate this volatility and uncertainty.

Against this backdrop of an increasingly complex world, Reinsurance Solutions has identified new areas for growth linked to providing new sources of capital, capital optimisation and developing solutions for emerging and systemic risks including climate change.

The high economic growth rate in Asia is driving growing demand for risk solutions from our clients. Therefore, APAC is a region where we expect to see strong growth.

In March 2020, Aon announced its intention to acquire Willis Towers Watson, subject to shareholder and regulatory approval, with the transaction expected to close in 2021.

Aon and Willis Towers Watson share a commitment to helping clients meet rapidly changing, increasingly complex and interconnected challenges. The combination of Aon with Willis Towers Watson represents a bold step that will enable our colleagues to establish a new standard of client leadership and innovation.

## The opportunity

Aon is looking for a Business Development Director based in APAC.

The primary focus of this role is to support strategic growth and key sales opportunities, including RFPs across Reinsurance Solutions in APAC.

You will help support revenue generation and retention through high impact interventions across a range of clients working closely with broking and analytics colleagues.

This role provides the right candidate with the opportunity to add significant value as a core member of the global Business Development team in a dynamic, growing market.

The existing team is led from London, with colleagues also based in New York. The APAC role is a natural extension of this team, developing and replicating best practice to Aon colleagues on regional and global sales opportunities.

As Business Development Director, you will report directly to the Head of Business Development in London and, to senior leadership in APAC, including analytics leaders

The role can be based in Hong Kong, Tokyo or Sydney where Aon has offices.

# Aon is looking for a Business Development Director

The primary focus of this role is on supporting key sales opportunities across APAC. You will help support revenue generation and retention on high impact client interventions working closely with brokers, analytics colleagues and

professionals at all levels. As Business Development Director, you will report directly to the head of Business Development in London and the APAC and Analytics leadership. The role is based in Hong Kong, Tokyo or Sydney.

## Your Impact as Business Development Director

### Job responsibilities

- Working with individuals and teams to:
  - Develop clear and compelling storyboards and presentations focused on client's needs and strategies
  - Clearly articulate Aon's value proposition in proposals and presentations to help increase the win rate and generate new business
    - > A key focus is to explain the value our analytics delivers to clients
- Ensure content and messaging is aligned to meet the needs of buyers and influencers
- Ensure that design input is aligned to the content and messaging
- Working with the senior sponsor for each RFP to drive best practice on RFPs and other high impact client interventions
- Providing coaching and development support on live sales opportunities
- Drive RFP and new business opportunities by helping to define and articulate Aon's value proposition
- Exerting influence and skill in articulating value to support on major sales opportunities and to increase the effectiveness of Aon business development initiatives
- Working across business and geographical boundaries to help teams bring the best of Aon.

What has to be done?	With what objectives?	% time
1. Drive RFP and new business opportunities by helping to define and articulate Aon's value proposition.	• Continuous improvement in RFP win rate to support business growth.	55%
2. Work with analytics colleagues to articulate the value that analytics delivers to clients (sales specific / RFP remit).	• Evidence how our analytics tools add differentiated value to clients.	30%
3. Drive insight into client corporate situations needs & client buying decisions and how Aon can respond with value propositions.	• Best practice and business growth.	5%
4. Drive business development projects including product development in-line with Aon strategy and with agreement of APAC leadership.	• Win new business • Articulate the business value of analytics tools to clients.	5%
5. Support the implementation of effective client relationship management.	• Best practice client relationship management to differentiate Aon, retain and grow revenue.	5%

### Within the time allocated for accountabilities 1-5

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|---|--|
| 1. Be a role model and assertive in promoting design best practice.   | • Improve wider Aon effectiveness in order to increase win rates.                                  |
| 2. Develop a strong network of trust-based relationships in Aon.  | • To build effective team work to generate new opportunities and bring the best of Aon to clients. |
| 3. Be a key member of the Business Development Team and connect with colleagues in London, New York and across geographies. | • Retain and grow revenue and margin in the long term.   |

## Your Skills and Experience

### Required experience

- Knowledge of financial services
- Senior sales management experience in a leading professional, technology, legal or financial services organisation
- Transforming sales performance (revenue retention and growth) in a high value services sector
- Hands-on major client competitive tender situation management
- Articulating complex high value technical and service propositions
- Working with and managing graphic designers and design deliverable

### Required skills

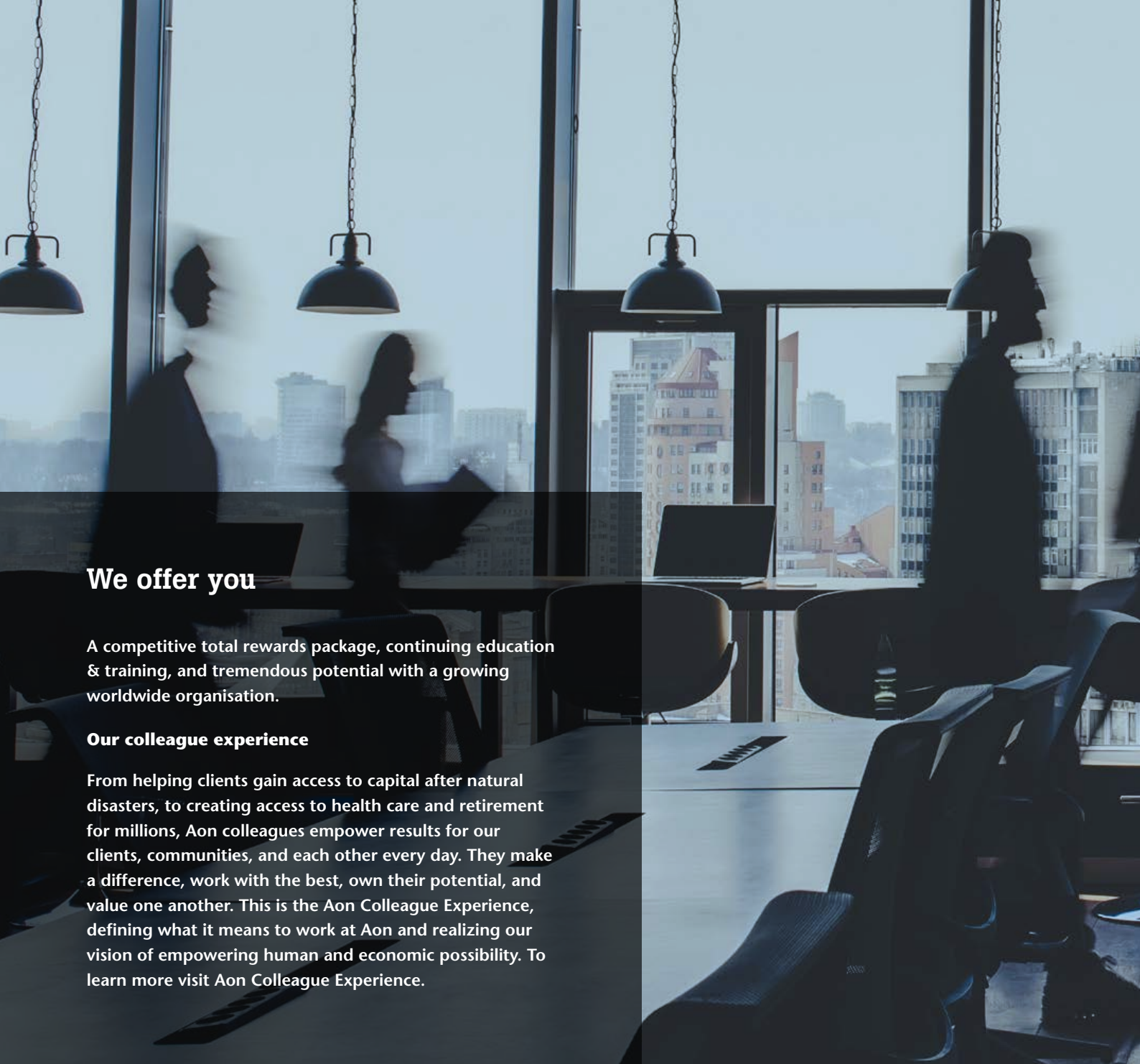
- Strong writing and communication skills
  - Ability to craft a value proposition
  - Storyboarding and presentation flow to clearly articulate the client value we can deliver
  - Drafting key messages
- Ability to distil technical information and communicate it in a clear, compelling way
- Financially literate with broad business understanding
- The ability to understand situations quickly and identify the best course of action to deliver results
- Situational leadership skills and experience to bring shared clarity and agree plans
- One-to-one and group influencing skills
- Group facilitation skills to develop new thinking
- Ability to lead a presentation rehearsal
- Self-motivated, proactive and flexible
- Effective when working under pressure
- Effective team working and collaboration with people at all levels
- Assertiveness in challenging behavior likely to jeopardise quality and meeting deadlines
- Project management capability

### Preferred experience

- Knowledge of re/insurance
- Strong client level relationship development and management experience and skills
- Hands-on major client account management
- Behavioural change management programs
- Coaching individuals and teams

### Education

- Bachelor's degree in or equivalent years of industry experience
- Professional services experience desirable not essential



## We offer you

A competitive total rewards package, continuing education & training, and tremendous potential with a growing worldwide organisation.

### Our colleague experience

From helping clients gain access to capital after natural disasters, to creating access to health care and retirement for millions, Aon colleagues empower results for our clients, communities, and each other every day. They make a difference, work with the best, own their potential, and value one another. This is the Aon Colleague Experience, defining what it means to work at Aon and realizing our vision of empowering human and economic possibility. To learn more visit [Aon Colleague Experience](#).

### Inclusion & Diversity at Aon

We believe Inclusion and Diversity drives the best insights, advice and outcomes for our clients, our firm and our communities. That's why we're committed to a workplace culture where colleagues are comfortable being their authentic selves, feel a full sense of belonging and are empowered to reach their highest potential.

At Aon, our commitment starts with mutual respect. It is the responsibility of all our colleagues to act with integrity, trust one another and encourage others to share their unique perspectives. Together, we hold ourselves accountable, where every colleague feels accepted for who they are and valued

for the insights they bring.

We know an inclusive culture drives diversity, which makes us a better, stronger company. We value the diversity of ideas, experiences and perspectives that come with having colleagues from different cultures, nations, genders, age, sexual orientation and physical ability. Embracing differences is key to our distinctive Aon United culture.

By having a strong commitment to inclusion and diversity, we attract and retain the best talent, which develops high-performing teams, enables innovation, creates client value and delivers positive business results.

Q&A

## Fiona Logan



### The role of the business development team at Aon

The Business Development team was established in London 9 years ago. Since then, the team's remit has grown from a UK-specific focus to include all Reinsurance Solutions specialties globally.

Business Development colleagues are embedded in the business and respected for contributing to winning work.

We are a small core team working across the business with broking and analytics colleagues. The culture is informal and collaborative.

The new role in APAC will expand the team's capabilities globally, enabling us to offer global support across all time zones.

### Why is this an exciting time to join AON?

Covid-19 and the events of 2020 illustrate the type of transformative challenges posed by the risks that our clients are facing. Aon is well-positioned to address these challenges.

Our clients are focused on the socio-economic impact of the pandemic and are increasingly aware of other challenges, such as climate change and technological innovation. We're witnessing a re-ordering of client priorities on a global scale.

The role of the Business Development team is to clearly explain how we will deliver differentiated business value to our clients through strategic risk management solutions.

The combination of Aon with Willis Towers Watson will enable our colleagues to innovate in new ways. With substantial investments in technology-enabled analytics platforms and an even deeper bench strength of subject matter expertise, the combined firm can expect to be at the forefront in providing clients with the solutions they need to survive and grow.

## How to apply

Aon has recognised the strategic importance of this role and have invested in a talent search campaign with Seldon Rosser.

To express your interest in this opportunity please contact  
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[www.aon.com](http://www.aon.com) [seldonrosser.com](http://seldonrosser.com)

