



Senior Business Development Manager

STRATEGIC ADVISORY

ABOUT ASHURST

Ashurst is a leading global law firm with a history spanning almost 200 years, and clear strategy for our future growth. Our in-depth understanding of our clients and commitment to providing exceptional standards of service have seen us become a trusted adviser to local and global corporates, financial institutions and governments in all areas of commercial law.

ashurst

SELDON
ROSSER





Q&A

WITH ALEX GRELL

Asia Pacific Sales
& Marketing Director

You joined Ashurst last year after an impressive sales career at EY in Asia and Australia. Why did you join Ashurst?

My move into law was predicated on 3 key criteria:

1. a genuine mandate for transformation in BD & Marketing (ie, to true client and market facing value add activities);
2. unilateral support for the transformation from the Executive Team; and
3. a good culture and environment that mirrored my previous experiences.

When I subsequently found out that David Staiano, Global BD & Marketing Director at Ashurst (also ex Big 4 and ex Big Law), is unusually on the Global Executive Team I got a sense that our ability to affect change was very real. Ashurst is making significant investments into transformation right across the business but also recognises that transformation doesn't happen overnight. Everybody in the Global BD & Marketing team has their own role to play in supporting the transformation.

Tell us more about Ashurst' sales and marketing strategy and why you want to hire these roles?

There are two levels of transformation.

1. Functional:
 - Operational efficiency and effectiveness; bringing a more mature and sophisticated approach to sales and marketing processes, enabling technology and identifying the right resourcing models.
 - Creating a more sophisticated industry & client facing BD operating model that will truly drive profitable growth.
2. Change in the business

- This is about changing behaviours and mindsets; instilling new ways of working from Partners to Counsel, Senior Associates and beyond.

The key pillars of transformation are:

A robust Clients & Markets Strategy underpinned by rigour around global BD and Marketing operations together with a focus on client experience, innovation, communications and change management, strategic pursuits, global bids, capability and a focus on enhancing the capability of our team.

Why is this an exciting time to join Ashurst?

Ashurst is arguably the only global law firm currently going through such a significant transformation journey. Every member of my team constantly needs to raise the bar on what is possible and achievable to explore how our roles can continue to evolve. As a collaborative group we are all change agents. Those that join now will certainly put in some hard yards to get there, but I can see truly differentiated career paths well into the future that my team can carve out for themselves.

What do you look for in a senior sales / BD person?

The support from the Executive Team and Global Director of BD & Marketing is unequivocal and that cascades down from me into the rest of my team; they have my full support and are empowered.

The people that impress me are those who are constantly aiming to walk a mile in their clients' shoes to truly understand their context; and are working hard to understand how we can best help them address issues and seize opportunities. I look for rational, practical, commercial thinkers. It's also really important to me that my team understand this journey will take 2-3 years; like me, they will roll up their sleeves along the way.

DEPARTMENT AND ROLE OVERVIEW

Business Area

Business Development

Role

Senior Business
Development Manager,
Strategic Advisory

Reporting to

Clients and Markets
Business Development
Leader, Australia

Location

Sydney, Australia

ABOUT THE ROLE

We have an opportunity for an accomplished Senior Business Development Manager (BDM) to join our global Business Development team in Sydney on a permanent full time basis.

The Senior BDM works in conjunction with the Global Strategic Advisory Co-Lead and the respective Australian Strategic Advisory heads of division (competition, employment, intellectual property, dispute resolution and tax) to deliver on growth goals set out in the Strategic Advisory strategy by:

- Providing expert commercial advice on the development and execution of the Australian Strategic Advisory go-to-market strategy
- Assuming primary responsibility for execution of the go-to-market plan for the Disputes Resolution and Competition practices
- Serving as a key member of the Australian Strategic Advisory and Australian BD leadership teams
- Acting as a strategic advisor and coach for Client Relationship Partners serving priority clients
- Executing in the field with partners supporting the most strategically important pursuits
- Providing sales training and driving client and pursuit excellence across key clients and pursuit

The Strategic Advisory Senior BDM will have designated responsibility for specified priority clients.



Practice Management

- Work with the practice heads across the division to develop and execute a go-to-market Strategic Advisory strategy
- Coach partners and legal teams on high impact, strategic business development activities (account management, pursuits and opportunity management including, tender strategy, oral presentation, client engagement and pricing and negotiations)
- Collaborate with other BDMs to identify cross-sell and cross-border opportunities to provide a full service scope meeting the clients' needs
- Build and enhance the profile of each of the key practice areas within Strategic Advisory through targeted campaigns, thought leadership, events, directory and award submissions
- Lead, coach and develop the Strategic Advisory BD team
- Contribute to BD budget planning monitoring the budget to ensure appropriate ROI

Client Relationship Management

- Undertake client facing activities with Client Relationship Partners to deepen relationships within a focused portfolio of key clients to drive profitable revenue growth (including opportunity identification, practice cross selling, cross border selling)
- Responsible for the compilation, implementation and execution of client account plans on the BDM's designated clients
- Be the conduit between the client and our lawyers to identify areas for continuous client experience improvements
- Capture, and ensure the firm acts on, client feedback through client listening, matter and tender debriefs
- Coordinate and ensure best practice for lawyer secondments to priority clients

Opportunity Management

- Responsible for panel pitches for both the designated clients directly managed by the BDM and/or strategically important pitches within Strategic Advisory
- Drive pipeline development and increase win rates by identifying opportunities and pursuit and bid resources
- Identify and manage potential risks as they arise on opportunities
- Provide Strategic Advisory division or designated client input pitches across the global Ashurst network
- Support the capture of pursuit and bid metrics (win/loss and qualitative data) and provide relevant insights to enable better decision making process

ESSENTIAL SKILLS AND EXPERIENCE

- Previous experience in a professional services BD environment (10+ years' experience)
- Experience supporting disputes resolution and/or competition practices preferred
- Demonstrated experience of leading and coaching teams on pursuits and clients
- Commercial awareness and ability to bring the client's perspective into the frame
- Excellent interpersonal skills and ability to manage internal and external stakeholders
- Excellent organisational and project management skills
- Gravitas, authority, diplomacy and strong communication and influencing skills.
- Strategic thinker with strong focus on execution
- Ability to build positive and collaborative working relationships with the BD and legal teams

Our Culture is shaped by our core values of Collaboration, Excellence, Innovation, Integrity and Accountability. They guide how we relate with each other, our clients, our behaviour.

CLIENTS AND RECOGNITION

86

OF THE TOP 200 COMPANIES BY MARKET CAPITALISATION

9

OF THE WORLD'S 10 BIGGEST BANKS BY ASSETS

41

OF THE FTSE 100

62

OF THE TOP 100 COMPANIES ON THE ASX

19

BAND 1 AREAS OF LAW
CHAMBERS DIRECTORIES GLOBALLY, 2018

307

RANKED INDIVIDUAL LAWYERS
CHAMBERS DIRECTORIES GLOBALLY, 2018

TOP 5

FIRMS IN THE ASIA PACIFIC REGION BY CLIENTS

GOVERNMENTS

ACROSS THE AMERICAS, EUROPE, MIDDLE EAST AND AISA PACIFIC

HISTORY

196

YEARS IN BUSINESS

- 1822 Ashurst is founded by William Ashurst
- 1841 James Hunter Ross establishes what will later become Blake Dawson
- 1935 Beresford Love Francis & Co established in Port Moresby, PNG, and in 1988 joins Blake Dawson Waldron as its first Asian office
- 1989 First European office opens in Brussels
- 2000 First US and Italian offices open in New York and Milan
- 2005 Ashurst expands into the Middle East with the Dubai office
- 2012 Blake Dawson and Ashurst combine their practices in Asia and Blake Dawson rebrands as Ashurst Australia
- 2013 Full financial integration transforms Ashurst into a truly global practice

GLOBAL REACH

25

OFFICES

15

COUNTRIES

10

TIMEZONES

380

PARTNERS

1500

LAWYERS

2800

TOTAL STAFF



HOW TO APPLY

Ashurst has recognised the strategic importance of this role to the business and have invested in a full search campaign with Seldon Rosser.

To express your interest in this opportunity please email katie@seldonrosser.com with a copy of your resume in Word format.

If you would like additional information please contact Katie Rosser on +614 24 944 997

