



OPPORTUNITY PROSPECTUS

General Manager Customer & Markets

Beca is one of Asia Pacific's largest independent advisory, design and engineering consultancies.

After a century of operation, we have grown from a family-owned business to one of the most progressive, customer-centric professional services consultancies in our region. We have more than 3,300 employees in 21 offices around the world and have delivered projects in more than 70 countries.

'Creative people together transforming our world' is our vision. It reflects our culture, our aspirations and our purpose - to make everyday better. We create value through understanding and delivering successful solutions, exceptional service and our

enduring relationships and use our skills and systems to empower innovation; helping our customers shape communities, optimise their assets and streamline their operations.

Our employee-ownership model remains key to our future. It underpins our commitment to building and sustaining long-term relationships with our customers, it helps drive our positive, purpose-driven and growth-oriented culture, it sets us apart from our competitors, and it gives meaning to our social contract.

While our experience has been 100 years in the making, we are 'All In' for our second century. We continue to embrace innovation, challenge our thinking and work with our customers to shape our future.



ABOUT

The Customer & Markets Team

The current team is led by Damian Pedreschi and consists of an Asia Pacific based team leading and supporting the business across our 21 offices. The key priority of this team is to increase market opportunities and elevate the Beca brand in line with our vision, "creative people together transforming the world". This vision reflects our culture and our aspirations and has been powering what we do for a century.

Together with our customers we are transforming communities and changing lives.

Our purpose translates our vision into an authentic, actionable and daily 'why' for our business and for ourselves. We all go to work to make everyday better – for our customers, our communities and our colleagues.



THE OPPORTUNITY

Join the team

The GM Customer & Markets role will lead the Australian team and work closely with the Craig Lee, MD of Australia and Damian Pedreschi, Chief Customer & Markets Officer to amplify the Beca brand and customer attraction strategies across key all sectors with a particular focus on Defence & National Security, Transport & Infrastructure, Power & Water and Industrial.

The role is based in Australia and flexible working arrangements are offered.

Key accountabilities of the role include:

- Coach stakeholders / teams on high impact, strategic business development activities (customer account management, strategic pursuits and opportunity management including, tender strategy, presentation skills, customer engagement and pricing and negotiations)
- Undertake customer facing activities to deepen relationships within a focused portfolio to drive profitable revenue growth (including lead generation, opportunity identification, practice cross selling, cross border selling)
- Be the conduit between the customer and our business to identify areas for continuous customer experience improvements
- Capture, and ensure the business acts on, customer feedback through customer listening and tender debriefs etc
- Drive pipeline development and increase win rates
- Identify and manage potential risks as they arise on opportunities
- Support the capture of pursuit and bid metrics (win/loss and qualitative data) and provide relevant insights to enable better decision making
- Build Bid/Pursuits programs: strategy, people, process, tools and measurement
- Lead the development of strategic plans for selected customers
- Maintain and develop an in-depth insight of our customers' businesses to enable proactive identification of business opportunities and the delivery of outstanding customer service.
- Contribute to all significant pursuits, tenders and proposals, positioning our value proposition based upon a clear insight of the customer needs, and industry trends; contribute to pricing discussions.



ABOUT YOU

To succeed in this role you will bring proven experience in driving customer engagement strategies in a sophisticated professional services environment.

As well as having technical skills to develop and implement successful business winning strategies you will also have leadership impact and be a champion of delivering customer experience initiatives from pursuit to engagement.

Other attributes that are highly regarded are:

- Previous experience in a professional services BD environment
- Commercial awareness and ability to bring the customer's perspective into the frame
- Demonstrated experience of leading and coaching teams to deliver great customer service, deliver winning pursuits and grow a company's reputation in the market.
- Excellent interpersonal skills and ability to get the best from internal and external stakeholders
- Excellent organisational and project management skills
- Energy, drive, diplomacy and strong communication and influencing skills.
- Strategic thinker with strong focus on execution



O&A WITH DAMIAN PEDRESCHI

Why is this an exciting time to join Beca?

At Beca we know that building real and lasting relationships with our customers is key to our success. We are investing in taking customer experience to the next level. The Customer and Markets team are leading this and will be working with the whole Beca team to make it happen.

How integral is this role to the broader business of Beca

You get to lead this for our Australian Business. Craig Lee (MD Australia) and I are committed to our 'Amplify Australia' strategy. We are on an exciting growth journey, and this role is a key strategic hire to enable the next level of customer success at Beca.

Describe your career journey at Beca

I started as a Marketing co-ordinator, and from there Beca has given me every opportunity to learn and grow. Most recently I spent four years leading Transport & Infrastructure, one of Beca's largest business groups. And now in the role of Chief Customer and Markets officer I get to work with you to 'make everyday better', for our people, our customers and our communities.

What does future career progression look like for a Customer & Markets professional at Beca?

Beca rewards people who put up their hand and give things a go. As is demonstrated by my career you don't have to grow in only one area. If you add value, many opportunities present. In this role working as part of both our Australian leadership team and our Beca-wide Customer and Markets leadership team, you will have the most wonderful opportunity to grow, learn and contribute.

HOW TO APPLY

Beca 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 email graham@seldonrosser.com or call him on +614 33 152 888

