

SELDON  
ROSSER



Pinsent Masons



## BD & Client Relationship Manager, Asia Pacific

HONG KONG, SINGAPORE  
SYDNEY OR MELBOURNE



### ABOUT PINSENT MASONS

Pinsent Masons is a full service global law firm that operates in a truly international market in five sectors: energy, infrastructure, financial services, real estate and advanced manufacturing and technology. It employs over 1500 lawyers operating from 23 locations throughout the UK, Europe, Asia Pacific and The Middle East.

The firm's legal expertise is demonstrated in the consistently high number of Tier One rankings achieved by the firm in The Chambers UK Guide and was named 'Law Firm of The Year' by both Legal Week and Legal Business magazines. In the field of innovation, the firm has launched a number of award-winning legal services and products and has been recognised as the most innovative law firm in Europe by the Financial Times. It was recently ranked 1<sup>st</sup> place in the Acritas' seventh annual UK Law Firm Brand Index.

## THE OPPORTUNITY

This role has responsibility for providing client development and relationship management for a portfolio of identified relationship clients. This role is integral to the firm's growth strategy and revenue generation objectives. It is both regional and global in focus, working across Pinsent Masons' entire network and drawing on all available resources across the firm to take all that is relevant of Pinsent Masons to our clients to build long term sustainable relationships.

The role also involves BD related work such as managing large-scale proposals as well as leadership of regional and global projects from time to time.

## MAIN DUTIES AND RESPONSIBILITIES

### Client Relationship Development

- Working with the Head of Business Development, Asia Pacific to implement the firm's CRM programme, Atlas, in the Asia Pacific region. This involves working with the Atlas Delivery Team to deliver training for client teams as well as the Asia Pacific Business Development team.
- Working regularly with the Atlas Delivery Team to identify, develop, implement and maintain the most efficient and effective means of delivering best practices, templates, processes, systems and resourcing structures that will drive and support more effective prioritisation of the firm's BD efforts.
- Ensuring that the clients identified for the Asia Pacific Atlas programme continue to grow their revenue and drive new profitable revenue growth via the development of key client relationships and business opportunities.
- Custodian of the Relationship Development plan for the identified clients. Ensuring plans are strategically aligned, current, and orientated around the client's objectives. Driving forward agreed actions.
- Developing relationships with key stakeholders within the client's organisation as a key member of the client team.
- Being an ambassador for collaboration, intelligence sharing, identification of new opportunities and winning new business by taking all that is relevant of Pinsent Masons to the client.
- Identifying and creating business growth opportunities out of market developments and hot topics aligned to the firm's strategy and topical market themes, both broadly and by creating a personalised channel to key people. This will include working with BD colleagues to develop tactical plans to engage the client in relevant campaigns.
- Sharing client intelligence and market insight with relevant colleagues with the objective of identifying patterns and trends which will have wider client relevance.
- Working with the relevant BDM and other colleagues to ensure that the client team has access to the right resources, understands the client organisational structure, develops knowledge sharing practices (news/developments), is fully conversant with the strategy and needs of the client and the shape, size and objectives of the relationship.

## Specific client facing responsibilities

- Building own client relationships with identified client contacts, typically in-house legal, procurement, know how, panel managers.
- Attending relationship review meetings and regularly networking at seminars and events where appropriate.
- Developing tailored solutions in response to client needs and in line with the investment profile of the client - with responsibility for interpreting solutions in response to client needs and resourcing/making these happen from within the business.
- Be an ambassador for Pinsent Masons' products; develop understanding of products and types of businesses and client needs they address.
- Proactively seek opportunities to introduce relevant new service and product lines to the client and helps facilitate the sale of that product/service.
- Identify which of the firm's value added services are relevant to the clients and consider which investments are strategically relevant. Ensure these are planned and costed in to both the RDP and pricing (working with International Business Manager in Asia Pacific).
- Reporting value: coordinate regular relationship review communications (bespoke to the needs of the client), in particular management information, quarterly relationship review documents, annual highlights, value delivered etc.
- Client feedback - gather client feedback with identified clients. Ensures that client feedback (be that informal or formal including Acuigen feedback) is documented, communicated and acted upon by the client service team.



## Specific internal facing responsibilities

- Encourage and support Relationship Partners (RPs) and Managers in fulfilling their client facing and internal responsibilities to the firm as a trustee of the relationship on behalf of the business.
- Account planning – work alongside the RP to ensure that an appropriate vision and strategy is in place for the relationship that is jointly developed with the client where achievable.
- Facilitating client team meetings – to ensure action plans are delivered effectively and at the right pace.
- Check and challenge – ensure that the objectives we are setting are realistic and achievable.
- Coaching the RP to develop his or her relationship building skills and planning effective relationship meetings with identified clients.
- Mentoring client teams (mainly more junior lawyers) to develop their skill sets and get them engaged in relevant client initiatives.
- Relationship mapping - mapping of relevant client contacts.
- Panel reviews – works alongside the bids team to deliver a compelling response and ensure that our proposition matches the needs of the client and we are ‘speaking their language’. Where appropriate to join pitch teams as the CRM to articulate the benefits of the role to the client.
- Utilising the non-legal talent from within the firm in response to client need – including innovation delivery, Know How, HR, BD, Training, Finance, Responsible Business, etc. to identify which of our innovative products and services are relevant to the client and work alongside the team to ensure effective implementation.
- Engagement with the wider business – regular contact with colleagues in other jurisdictions ensuring they are following through on their objectives, driving our firmwide strategy to generate over 50% of our revenue from outside the UK.
- Managing the client secondments. Proactive identification of strategic secondments. Preparing secondment applications and acting as the firm’s liaison with secondees. This will include agreeing secondment objectives with the Relationship Team, briefing and working with secondees to make effective use of their time on secondment and ensuring we leverage their knowledge and relationships during and after a secondment.
- Collaborating with BD colleagues develop sector propositions which are relevant to the client and working closely with BD colleagues to identify other clients for which these could be relevant.
- Attending account management team meetings to facilitate the sharing of best practice.

## Other

- Assisting with major RFPs or client pursuits.
- Assisting with/leading regional projects such as a new office opening or strategic merger.
- Assisting with presentations to key stakeholders of the business.

## PERSON SPECIFICATION

### Qualifications

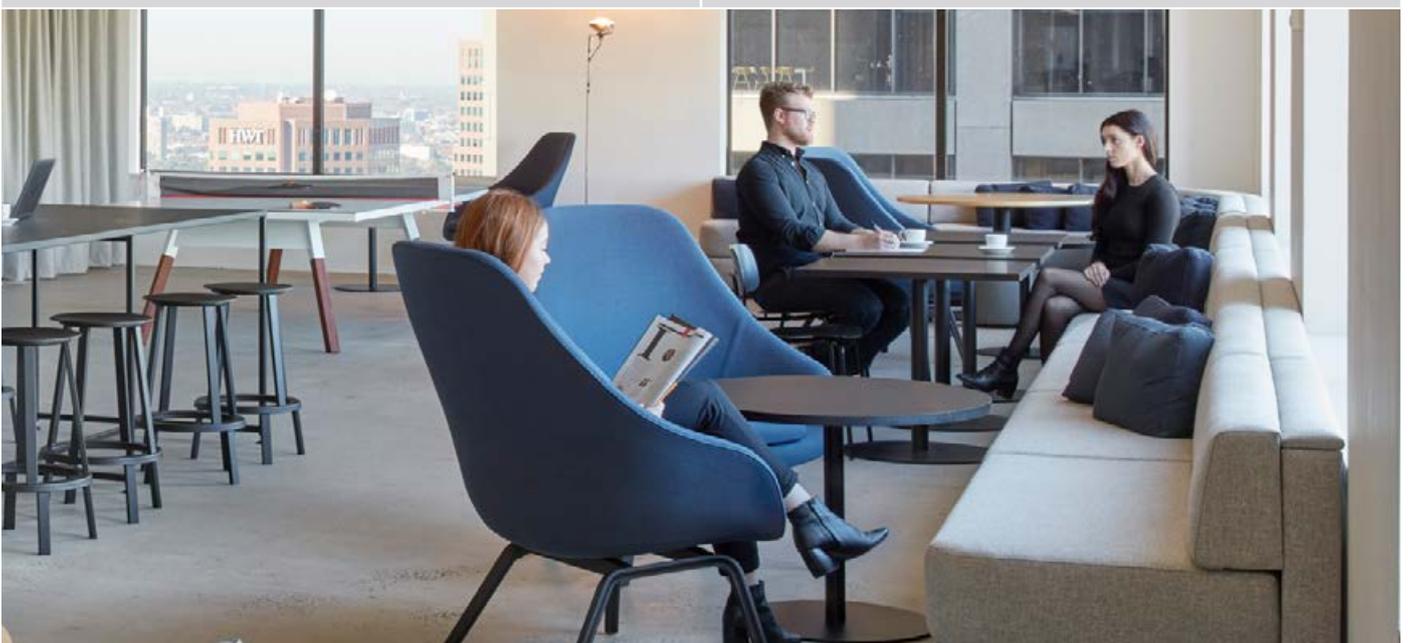
- Degree educated or equivalent.
- Relevant marketing qualification (desirable).

### Relevant Experience (essential)

- Previous client facing account management experience.
- Manager experience in a similar role in a professional services environment.

### Key Skills and Behaviours

- Good dose of humility and self-awareness.
- Constantly thinking about new and improved ways of doing things.
- Commercially astute with a strong track record in growing existing and new business.
- Nurtures internal and external relationships.
- Demonstrates professionalism, applies expertise and focuses strategically.
- Exhibits approach and behaviours consistent with the firm's core values of Approachable, Bold and Connected.
- IT literate with strong knowledge of Microsoft Office products, specifically Word, Excel and PowerPoint.
- Strong interpersonal and communication skills. Listens, understands and adapts to the needs of clients and colleagues
- Good time management and organisational skills with acute attention to detail.
- A motivated self-starter who is a good team player, determined to meet a challenge.



# Q&A

**WITH DEBRA FILIPPIN**

Head of BD, Asia Pacific

**Pinsent Masons has won a swag of awards recently, including Lawyer magazine's Law Firm of the Year and FT Asia Pacific Innovative Lawyers Awards. Why is the firm enjoying such success right now?**

The firm has what I can only describe as a raft of "best kept secrets". It's a firm that just gets on with it and tries to make life for our clients easier, without jumping up and down about that as helping our clients is just what you do. I think the success has come as a result of clients talking more about some of the innovative things we are doing for them, and it's now getting a bit noisy!

**You were appointed as the inaugural Head of BD for Asia Pacific last year, What can you tell us about the vision and strategy for the BD team in the region?**

My vision is to create a BD department that positions BD professionals as indispensable tools for entrenching client relationships. BD is across so much of what the firm is doing, so it makes sense for BD to be at the table for all strategic discussions about the client. This knowledge is also critical for advising on how best the firm can grow, so my goal is to develop strategic advisers who can also help the leaders of the firm develop the firm of the future.

**This role you are appointing is newly created and focuses on rolling out the firm's client strategy in Asia Pacific. What do you envisage the day to day of this role to be?**

Initially there will be a bit of setting up of the firm's client relationship management programme, which includes assembling the client teams, appointing Relationship Partners and defining their roles, and working with our Atlas Delivery Team to help everyone understand what we are trying to achieve. This role will also take on the coordination of 2-3 clients in that programme. A typical day will be a mix of coaching, communicating across offices and guiding client teams on best strategies for developing their relationships. Then there will be the usual meetings with clients to ensure the relationship is on track and explore other ways we can be working together with our clients.

**What are the key attributes you look for when appointing people to your team?**

I believe humility is the single most important attribute of a successful BD professional. Self-awareness is also critical. We're a really down to earth, cohesive team so things such as ego and negativity are not going to work.

## HOW TO APPLY

Pinsent Masons 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 [graham@seldonrosser.com](mailto:graham@seldonrosser.com) with a copy of your resume in Word format.

If you would like additional information please contact Graham Seldon on +614 33 152 888

