



Hogan  
Lovells

OPPORTUNITY PROSPECTUS

Senior Marketing &  
Business Development Manager,  
Singapore

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## About Hogan Lovells

Hogan Lovells is one of the leading global law firms. Their distinctive market position is founded on the exceptional breadth of their practice, on deep industry knowledge, and on their 'one team' global approach. Hogan Lovells has 48 offices in Africa, Asia-Pacific, Europe, Latin America, the Middle East, and the United States. With a presence in the world's major financial and commercial markets, they are well placed to provide excellent business-oriented advice to their clients locally and internationally.

They see their global Marketing & Business Development team as key to their success, which is why they seek to recruit and retain the most talented individuals for their team in all regions of their global practice.

## Role Overview

As a key member of the Asia-Pacific Marketing and Business Development (M&BD) team, the successful candidate will support the Singapore, Indonesia and Vietnam offices across the full range of marketing and business development activities.

The role will serve as the Corporate & Finance practice lead for APAC and is responsible for working with partners and the broader APAC M&BD team to broaden key client relationships and drive revenue generating BD initiatives.

The role also includes supervision and management of Singapore M&BD team members, and leading on firm initiatives for the wider region. This is a hands-on role, working closely with the SE Asia partners and lawyers to drive revenue generation.

The successful candidate will work closely with the M&BD team across the Asia-Pacific region, the various global practices and industry sector groups, and other teams and international offices as required.

"At Hogan Lovells we are committed to building a worldwide team comprised of the very best marketing and business development professionals. Here's your opportunity to be part of that great global team."

*David McClune, Global Chief Marketing Officer*



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## Reporting

The role will report directly to Kathryn Tschumper, Regional Head of Marketing and Business Development and will manage a Senior Advisor and a Coordinator.

## Key responsibilities

- **Strategic Planning** – Work with partners to draft and implement the South East Asia business plan and budget as well as to develop plans and budgets for specific legal products and services for the Corporate & Finance practice.
- **Business Planning** – Support various legal practice areas through business development planning, client and prospect targeting, client and sector research, lead generation and pursuits.
- **Business Proposals/Pitching** – Delivering all aspects of “pitch to win”, the firm’s pitching process, including identifying and assessing suitable opportunities; formulating proposal strategies; researching clients, targets and competitors ; developing key messages and compelling value propositions; drafting pitch materials; conducting pricing analysis and modelling (in collaboration with our pricing team); preparing pitch teams for pitch meetings; supporting the pitch/don’t pitch decision making to ensure we maximise pitching ROI; and, where appropriate, undertaking proposal debriefs with clients.
- **Client Development and Client Listening** – Support the firm’s client program by helping to expand relationships into and out of SE Asia, as well as taking on a client account management role for at least one major firm client. Conduct client listening interviews with clients.
- **Event/Webinar Management** – Successfully execute a broad range of events and webinars, including panel and speaking engagements, seminars and conferences, social events and receptions.
- **Media Relations** – Work collaboratively with our global PR/Comms team as well as our APAC PR agency to promote Hogan Lovells and the work of the SE Asia offices and lawyers in the local and international media to assist in the development of brand awareness in local and regional markets.
- **Team Management** – Coaching, leading and developing the Singapore-based M&BD team members. Provide support & guidance to the team on:
  - **Marketing and Communications** – Explore possible marketing initiatives/events and present proposals for marketing activities (including the use of social media) in support of agreed business plans and, once approved, assist in the execution of those plans.
  - **Collateral Management** – Assist in updating and maintaining a full suite of marketing collateral, including office and practice profiles, lawyer profiles, and PowerPoint presentations.
  - **Directory Submissions** – Coordinating legal directory submissions and interviews, awards submissions and other internal and external surveys that are aligned to our firm directory strategy.
  - **Information Maintenance** – Ensuring that key information systems such as the credentials database, experience database, CV database, photo library, website, the firm’s CRM system and InterAction are kept up-to-date.
  - **Ad-hoc projects** – Assisting with special projects as required including client, industry and market research.

## Qualifications and experience

The successful candidate will have:

- A minimum of six years of experience in business development and marketing, preferably in a law firm environment. Experience of working in a corporate practice area is preferred. Professional services experience considered.
- Exceptional personal communication skills, good at building effective relationships with senior stakeholders and a demonstrated track-record of working as part of a global team.
- Strong leadership skills with a genuinely collaborative approach and global outlook, experienced at working in a matrix environment and stakeholder management.
- Fluent in English with exceptional writing ability and strong commercial numeracy.
- Proven discretion and trust in dealing with confidential and sensitive information.
- Proven ability to work on own initiative, with the skills to prioritise and handle a number of concurrent projects, under pressure and delivering to tight deadlines.
- High attention to detail, including exceptional proofreading skills.
- In-depth knowledge of the legal services sector and insight of the challenges and opportunities facing the sector in South East Asia and Asia-Pacific.
- Advanced PC skills, including Microsoft Word, PowerPoint and Excel, and ability to learn new IT skills such as digital marketing systems, InterAction and other database systems.



## Q&A with Kathryn Tschumper



### **You recently joined Hogan Lovells on the back of building an impressive career in major international law firms. What attracted you to Hogan Lovells and what do you enjoy about the culture and experience of working there?**

Culture played a huge role in me joining Hogan Lovells. I have been very impressed by the power of the global team and their willingness to share knowledge and insights. Globally, I find everyone responsive and highly collaborative. Whilst Asia is a smaller part of the firm, it is a key region of strategic importance and it's very fulfilling working on the Asia strategy. One of the key things that attracted me was the blend of US, international and Magic Circle. The firm has the best of all worlds. Being based in Asia, there is equal collaboration with my US and EMEA colleagues. The lawyers here are keen to collaborate with the M&BD team and look to us to spot opportunities both inbound and outbound.

We are a well-resourced BD team which means we have the time and ability to focus on strategy and planning, always from the client point of view. There is an excellent CRM program and client listening program in place. We also have a lot of market intel and data that we can use to plan with the business.

### **What can you tell us about the vision and strategy for the BD team in the Asia Pacific and globally?**

The BD team is focused on driving revenue growth and focusing initiatives around this. The firm is not afraid to make strategic decisions about where to best spend time. There is a global go/no go strategy which the Partnership has bought into. This strategy has Partner champions which means that even the more junior BD team members are empowered to discuss go/no go with Partners and lead the conversation to the commercial outcome. I have

been very impressed with the firm's sales transformation which has raised the firm's pitch win rates significantly in a relatively short time.

The firm is aligned globally with well-defined visions and strategy of which are the sectors and regions of growth, the APAC strategy tying into this. One thing that sets Hogan Lovells apart is that our firm is at the intersection of Government and business.

### **What are the main things you look for in senior BD professionals joining your team?**

I am looking for people who are collaborative and who want to work as one Asia team. This role will be part of my leadership group who will work with me to drive the BD function and initiatives across the APAC. I am seeking someone who proactively enjoys connecting and sharing information as well as empowering others in the team. Someone who can spot opportunity, has a natural curiosity and desire to keep learning, and someone with the ability to bring ideas. It is important that this person enjoys coaching and mentoring to make the team stronger as a whole. Strong influencing skills also play their role to bring ideas through to fruition across key stakeholders and the team.

This role will suit a senior BDM who has an eye on wider global issues and where markets are heading, especially as they relate across the SEA offices. Connecting client relationships across the SEA region and connecting the SEA business to the greater Asia and global business will also be critical and an international mindset is important to achieve that. You will have the ability to tell a story and bring people together. It is important at the senior level to also be a team player and be hands-on when you need to alongside the team.



## How to apply

Hogan Lovells has recognised the strategic importance of this role and has invested in a talent search campaign with Seldon Rosser. To express your interest in this opportunity please contact

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