

AllyOne

Outcomes
not hours



Chief BD Officer

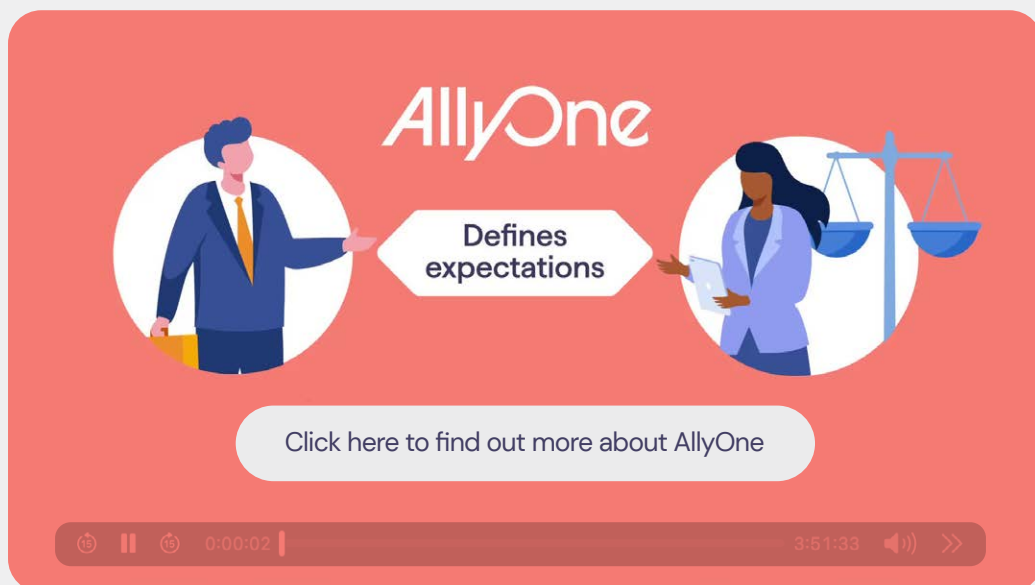
Any major centre on the East Coast –
Brisbane, Canberra, Melbourne, Sydney

SELDON
ROSSER



Optimising legal value since 2008

Allygroup is a widely recognised leader in legal project management and the transformation of legal service delivery. Following repeated requests for a digital solution that implements our methodology, we developed AllyOne.



We believe in operating with clarity and without compromising the quality of legal services.

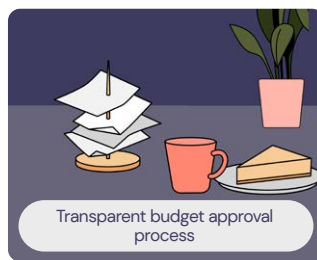
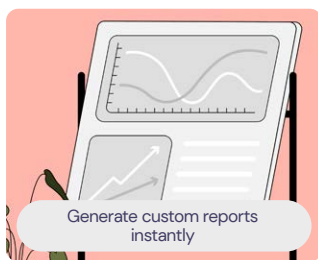
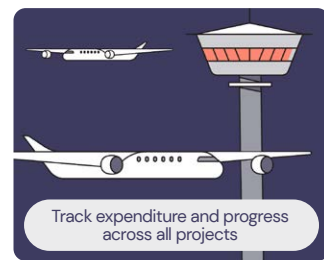
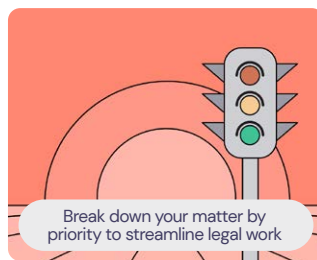
Our methodology has streamlined and improved outcomes for a wide range of clients, consistently delivering cost reductions of 25% and more.

Our approach emphasises early collaboration on budget, risk assessment, and establishing outcomes. This information becomes pivotal to prioritising tasks and monitoring progress.

Our founders and leaders are recognised thought leaders in their areas of expertise, which include legal project management, legal operations, software development and customer experience.



AllyOne guides buyers of legal services through a process that ensures strategy, value and outcomes are always in alignment.



Our platform's value proposition is clearly articulated [here](#)

Chief BD Officer



Reporting to

Joanne Rees, Founder and CEO

Advisory Board

Key Stakeholders

Bruce Clarke, Founder/Advisory Board Chair

Michael Masterman, Chief Product Officer

Organisational Values

Quality work, Service excellence, Professionalism, Integrity, Respect

Purpose of the role

The Chief Business Development Officer (CBDO) is a key member of the AllyOne executive leadership. The CBDO role will evolve as AllyOne grows. The CBDO will be critical to the business growth with rapid expansion in the Australian market and then US/UK expansion.

The prime purpose of this role is to develop and deliver the business development strategy for selling the AllyOne platform, both to clients of AllyGroup and more broadly in the market. The role will advise the CEO/Founder as well as the Advisory Board on BD strategy and pipeline generation.

Prospective clients of AllyOne include mid-sized Corporates, larger Corporates and clients in the Government sector.

Mid-sized corporates will likely be the primary focus, given the larger percentage of legal work these businesses brief out externally, as well as the relative ease of the procurement process. Larger corporates will likely be a secondary focus.

The Government sector is also a core opportunity. Aligned to the business development strategy this CBDO will develop, the CEO/Founder will support BD activities in this sector leveraging their deep relationships and expertise here.

This role will bring strategy, structure and consistency to business development. This is a leadership role which is also hands-on in delivering these outcomes.

The role will have financial targets as part of their KPIs, agreed together in advance.

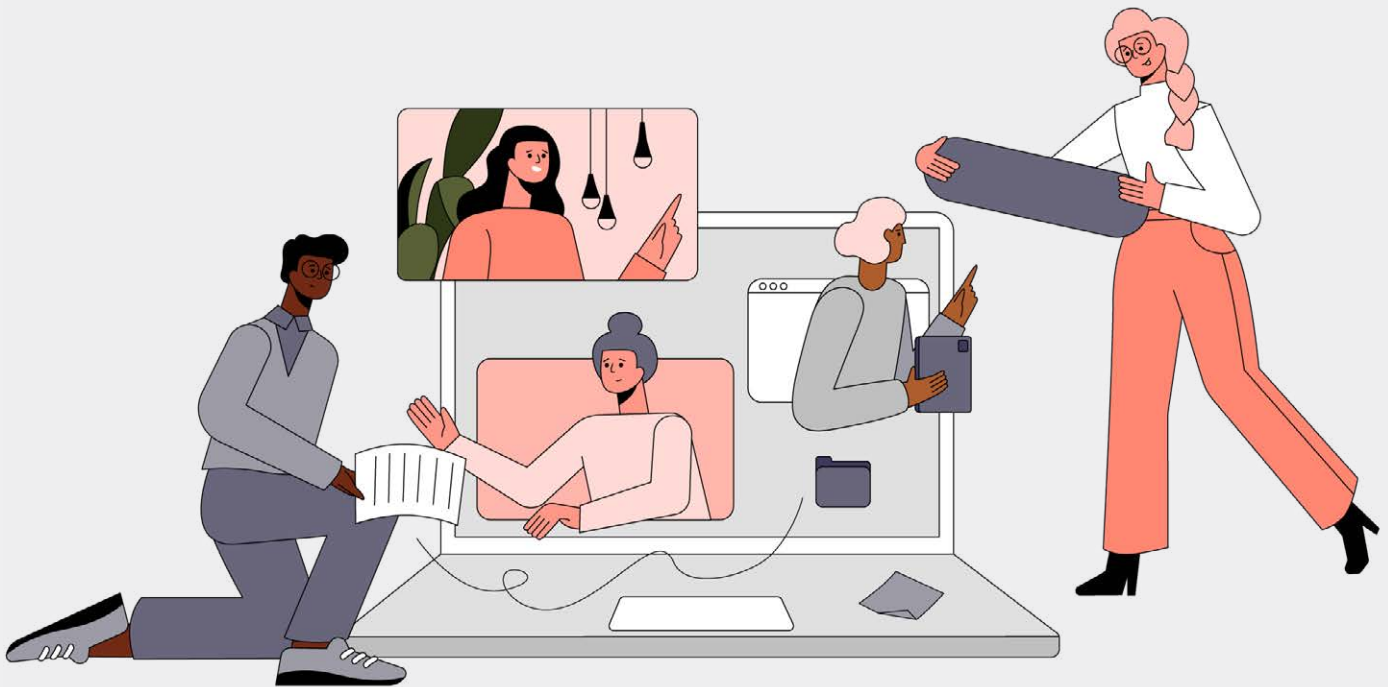
Chief BD Officer



Key responsibilities

- Develop a strategy for business development for AllyOne which aligns to broader business strategy.
- Present to the Advisory Board and CEO on business development strategy, pipeline development and forecasting.
- Identify prospective clients meeting an ideal criteria including from AllyGroup's client base as well as more broadly in the market.
- Generate business from the mid-sized and larger Corporate sectors directly, executing and delivering BD initiatives to engage these clients at every step of the procurement and sales cycle.
- Collaborating with the Founder/CEO on generating business from the Government sector – engaging directly with clients, engaging with clients alongside the Founder/CEO, and/or providing strategy, structure and consistency as required.
- Communicate the significant value proposition of AllyOne's platform in a way which instils confidence with prospective clients through your personal credibility, experience and consultative, values-based style.
- Use your experience and knowhow to uncover the key drivers of value for prospective clients, articulating the value of AllyOne and demonstrating need.
- Build a business development model which consistently builds an effective pipeline and pro-actively executes on each phase of the sales process.
- Facilitate the sales opportunity by providing leadership and orchestrating any other internal and external resources needed to effectively manage the sales process.

About You



This role will suit someone who brings senior level experience in legal technology sales/BD.

You will bring strategic, commercial and leadership experience positioning you to lead BD strategy and activities which build pipeline and convert to building revenue. You will have a deep understanding of how to sell SaaS products and enterprise products as well as an understanding of the legal industry. The ideal individual should have experience in consultative sales with an emphasis on selling directly to Corporates. Complementary experience in selling to the Government sector will also be viewed favourably.

You will bring excellent relationship, client development and networking skills as well as a consultative business development style. You will have a polished executive presence, enabling you to demonstrate your ability and experience in building relationships and building business with COOs, CFOs, Legal Counsel, as well as other senior leadership. This will be coupled by strategic understanding of how to navigate procurement and sales cycles to take away barriers, source and secure SaaS product sales.

Your communication skills allow you to simply articulate the complex and you will be experienced in aligning the value proposition to different prospects and clients.

B.S. or a B.A. college degree preferred but not essential. You will be used to working with business owners and Boards, working at a leadership level in a business.



Joanne Rees, Founder & CEO

Why did you establish AllyOne?

To tell the story of AllyOne I must first tell you why I established AllyGroup. After a career as a law firm Partner and Managing Partner, speaking to clients, I recognised a need to transform legal project management and AllyGroup was founded in 2008. That business has gone from strength to strength and widened its service offering with a loyal pool of Government and Corporate clients in both Australian and the UK. My solution to legal project management was developing a new and unique methodology, highly strategic and analytical in its approach. Amongst many benefits this methodology offers clients a solution to controlling external legal spend, ensuring full transparency and accountability from external providers, ensuring only necessary work is completed by the right level and type of resources and has demonstrated it can significantly reduce external legal spend.

AllyOne is the online platform version of this methodology. It was developed following consistent requests from AllyGroup clients. AllyOne is a separate entity to AllyGroup and a new model for offering this effective and proven methodology to the market.

Why is now the right time to hire this newly created role?

In the 2+ years since I founded and have been CEO of AllyOne, we have invested in developing the product, and piloting with a small advisory group of clients. Earlier this year we started taking the product to market in earnest. Now is the right moment to hire a Chief BD Officer to take ownership of our business development strategy and take the lead on our BD and sales activities. We are an ambitious business with big plans for future growth and hiring this executive leadership role will be pivotal to the next part of our journey.

What is the culture like, working at AllyOne?

We are a team of people passionate about this business who are outcome-focused, collaborative, hard-working and supportive of each other. We work at pace and offer a dynamic and innovative

environment. I am privileged to enjoy working with this team of highly intelligent, professional, capable people who strive for excellence and also know how to have fun along the way.

AllyOne and AllyGroup share offices based in Canberra and we will soon be a team of 25. We are open to where this CBDO is based and we realise they will need to travel to spend time with clients. It will also be important that our new CBDO spends time with us in Canberra so that they become the integral member of the team and executive leader in the business that we need them to be.

We have shared support services between our businesses though size and scale of the organisation means experienced leaders are also hands-on. We are all working together to with forward momentum to shared goals.

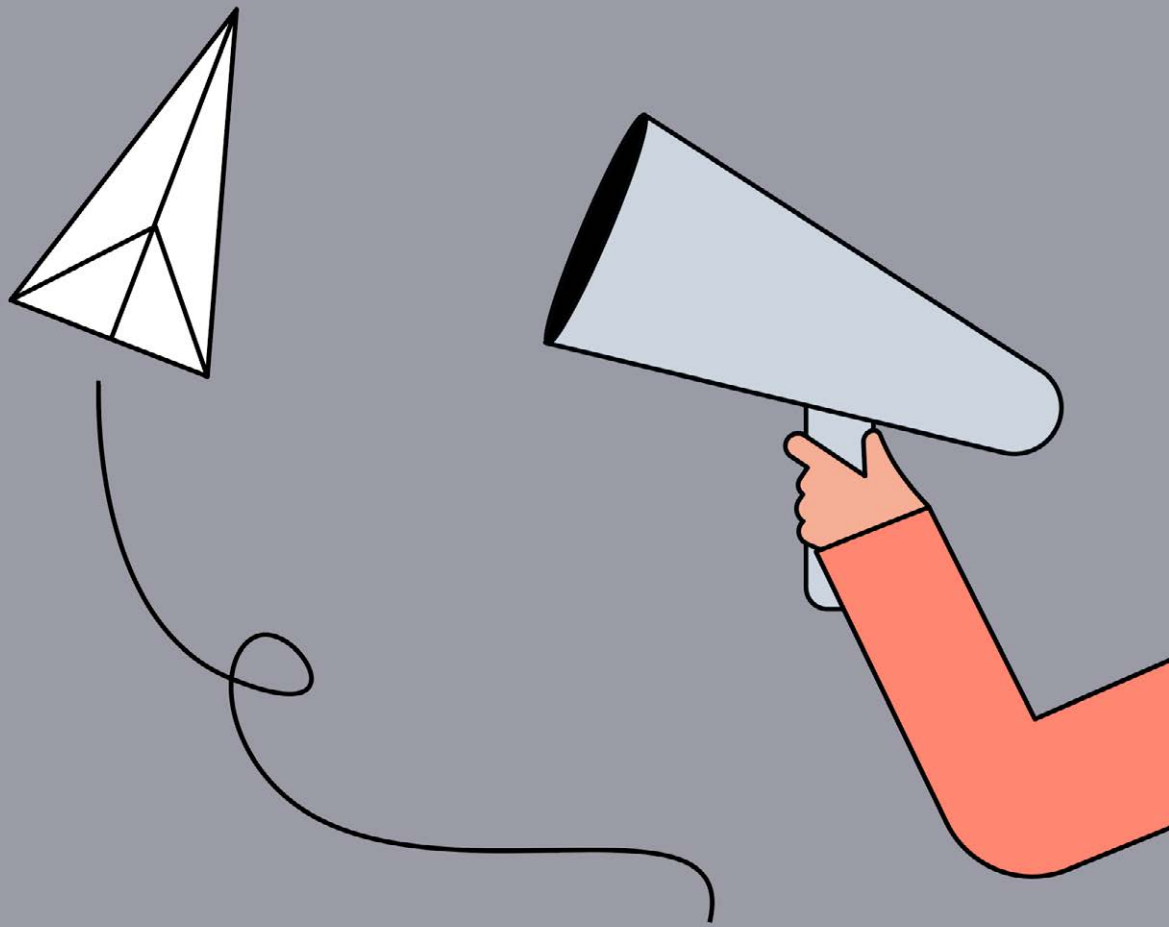
What kind of leader are you and can you describe your expected working relationship with this Chief BD Officer?

We are going to market for an executive leadership role and my relationship with this person will reflect that. I expect to have confidence in my executive leaders and allow them space to deliver the outcomes for the business we have hired them for. My leadership team know they will always have access to me for what they need and I enjoy working with people who work up at my level and who advise me based on their expertise.

As Founder I operate strategically, creatively and with a sense of urgency that drives the business forwards in its growth. I work well with people who bring professionalism, excellence, confidence as well as a calm and collected style to their roles. I also value integrity and the authentic working relationships I develop with my team as we go on this journey together.

What might the future look like in your business?

We are currently developing an ESOP (Employee Stock Ownership Plan) and so this CBDO has the potential opportunity to be included in this.



How to apply

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

To discuss this opportunity please contact:

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