



GUIDEPOINT

## **Business Development Associate**

### **Overview:**

Our Business Development teams are continually expanding to adapt to the explosive development in client business for corporates, institutional investors and consulting houses. Our Asian presence has been growing rapidly since 2009. Guidepoint is seeking qualified candidates for a Business Development Associate to join our Seoul office. The Business Development Associate will be responsible for building a pipeline of prospects across a diverse range of clients in South Korea.

### **What You'll Do:**

- Prospect targets via email and telephone and schedule meetings
- Map companies to identify target groups and job functions
- Help create and develop a robust pipeline of qualified prospects
- Research target industries, sub-sectors and companies in order to understand their information/research needs and pain-points
- Generate engaging content for meetings with prospects and effectively articulate our value proposition
- Develop a strong knowledge and understanding of the competitive landscape
- Provide client/prospect feedback to sales and management

### **What You Have:**

- Bachelor's Degree with a strong academic record
- 0 to 1 year experience in either sales, business development, consulting, customer services and/or account management
- High level of fluency in reading, writing, and speaking Korean and English is required
- Experience in creating business intelligence content for corporations
- Client-centric mindset with drive to achieve results and deliver excellent service
- Mature communicator capable of handling high-profile clients
- Ability to think creatively and prioritize business development opportunities
- Ability to utilize superior analytical and critical thinking skills

### **What We Have:**

- Dynamic and multi-cultural team
- Informal and casual work environment
- Competitive compensation
- Centrally located office

### **About Guidepoint:**

Guidepoint, a leading expert network firm, connects clients with vetted subject matter experts—Advisors—from their global professional network. Guidepoint clients leverage the insights and perspectives shared by Advisors to stay informed and make better business decisions. Its slate of services, including phone consultations, surveys, events and proprietary data insights products, help professionals gain comprehensive understanding of a topic before making strategic or

investment decisions. Guidepoint's multinational client list includes 9 of the top 10 consulting firms and some of the largest hedge funds, private equity firms and Fortune-ranked public companies. For more information, visit [www.guidepoint.com](http://www.guidepoint.com).