



# Join our team!

## Vice President Business Development and Marketing



CENGN is Canada's Centre of Excellence in Next Generation Networks. Our mission is to drive innovation and adoption of advanced networking technologies in Canada through our Living Labs and advanced networking infrastructure, technical expertise, talent development, and partner ecosystem, enabling the digital transformation and competitiveness of Canadian industry and the commercial growth of Canadian digital technology solutions.

This year, CENGN celebrates its 10th anniversary of delivering significant impact and growth for Canada's innovation ecosystem: enabling the commercial growth of 100s of small and medium enterprises (SMEs), training 1000s of individuals in industry-coveted advanced networking and cloud skills, and maintaining a >10:1 ROI for our funders.

With the digital transformation opportunity valued at over \$200 billion in Canada, it is clear the new competitive landscape is being driven by digital innovation and the ability to integrate this technology across industries. Join our team, as we work with our ecosystem of technology, innovation, government, and academic partners to build Living Lab testing infrastructure and deliver services that accelerate the testing, validation, demonstration, commercialization, and adoption of digital innovation across Canada.

**For more information, check out: <https://www.cengn.ca>**

### The CENGN Advantage



#### Career Development

An agile company in a modern setting where your ideas and opportunities for growth are nurtured and encouraged



#### Canadian Innovation Support

Be part of an organization that drives digital by providing Canadian start-ups and scaleups as well as tech students and professionals the ability to succeed



#### Great People

The advantage of working with colleagues passionate about their contributions and united under the same mission



#### Work Where You Work Best

Remote or hybrid options to suit your individual professional and personal needs

#### Benefits

- Attractive and Competitive Group Benefit Plan
- Phone plan reimbursement
- Employer paid RSP contribution with no matching requirement

#### Wellness and Development

- Annual fitness and training and development allowance
- Wellness webinars, lunch and learns, and social events

#### Vacation and Time Off

- Four weeks vacation plus personal and sick days
- Annual Christmas shutdown

Reporting to the President and CEO, the Vice President Business Development (BD) and Marketing will be an experienced, highly skilled, and customer-focused individual responsible for developing and realizing CENGN's market strategy, revenue strategy, programs, brand presence, and strategic partnerships. They will translate their expertise and experience from senior roles in the technology industry and Canada's innovation sector into value-added opportunity for CENGN with government partners and fee-for-service clients. They will be an inspiring leader to a high-performing team of BD and Marketing professionals. They will be an integral part of the Executive Leadership team, taking a leading role in developing and implementing CENGN's strategy and annual operating plans.



### Key Responsibilities:

- Defining CENGN's revenue strategy, including government funding and fee-for-service opportunities and business case.
- Developing and managing relationships with CENGN's key partners and stakeholders
- Developing and leading a cohesive objectives-driven team of marketing and business development professionals to enable high-value performance and growth. There is opportunity to hire new personnel.
- Working closely with the other members of the executive team to develop CENGN's long-term strategy and annual operating plan.
- Maintaining an in-depth understanding of ICT (Information and Communications Technology) market trends, technologies, and ecosystem actors.
- Understanding and defining CENGN economic, technology, and social value propositions.
- Defining market opportunity for CENGN government-funded programs and leading the process to apply and secure funding from Federal and Provincial government partners.
- Developing ecosystem and programming strategy with the goal of advancing technology innovation and adoption in CENGN's markets and target vertical industries.
- Being an external voice for the organization, contributing to thought leadership and messaging.
- Being an engaged leader, promoting a culture of collaboration, innovation, and excellence, and driving positive change for the organization.

Individually and through their team, the VP BD and Marketing will be accountable for the following responsibilities, providing guidance and strategic direction, and being accountable for performance and outcomes.

### Business Development

The Business Development team is responsible for spearheading the development and execution of CENGN's market strategy and revenue opportunity from government-funded programs and fee-for-service clients, and developing and managing relationships with CENGN's key partners and stakeholders.

- Managing engagement and relationships with CENGN clients, partners, and other stakeholders, including industry and technology partners, Regional Innovation Centres and other sectoral innovation partners, Living Lab hosts, academia, and other partners.
- Overseeing the development and management of partner ecosystem for each of CENGN's Living Labs.
- Overseeing ecosystem mobilization and funnel management of SMEs and project opportunities for government-funded programs from intake through to closure.
- Understanding in depth the innovation market landscape for CENGN fee-for-service, including customer segmentation and competition.
- Establishing collaboration with the Engineering team to define market strategy for CENGN fee-for-service programs and services, and build business case, channel strategy, and partnership requirements.
- Developing and securing fee-for-service clients based on CENGN's product and services roadmap.

*(Key responsibilities continued on next page)*

## Marketing and Communications

The Marketing and Communications team is responsible for defining CENGN's marketing strategy and growing our brand presence across Canada and internationally.

- Developing CENGN's brand and marketing strategy, including the development of annual growth plans.
- Developing and executing leadership and technical marketing content strategy in support of CENGN government programs and fee-for-service objectives.
- Establishing collaboration with the Engineering team to develop the technical positioning and content in support of CENGN's marketing objectives.
- Overseeing, measuring and improving the value of marketing and communication efforts (website, social media, events, newsletters, media and public relations, content, etc.)
- Hosting events to promote CENGN's mission, brand, programs, and services.



### **Key Competencies/Qualifications:**

- A minimum of 15 years of experience including senior leadership roles in technology sector organizations, with a strong track record of effectiveness and success.
- Demonstrated strategic leadership ability, team management and development, and interpersonal skills. Ability to mentor and motivate teams.
- In depth knowledge of ICT market trends, technologies, and ecosystem actors. Understanding of ICT technologies including advanced networks, cloud computing, 5G wireless, data/AI and cybersecurity.
- Knowledge, experience, and relationships in the innovation sector across Canada.
- Passionate, effective at engaging both inside and outside the organization, with a track record of successfully establishing and building productive partnerships in complex and dynamic environments.
- Strong customer focus.
- Excellent communication skills with ability to abstract and communicate complex content, and effectively communicate the benefits and applications of technology.
- Proactive, with ability to work effectively with a senior team and in a complex multi-stakeholder, occasionally politically sensitive environment.
- A commitment to collaboration and a joint-accountability approach. Track record of creating working relationships that are based on trust and respect.
- Ability to work in an agile, dynamic environment.



### **Languages:**

- English oral, reading and writing
- French oral, reading, and writing would be considered an asset

Interested and qualified candidates are invited to forward their resume in confidence to CENGN by email to [hr@cengn.ca](mailto:hr@cengn.ca). Please use **"VP, BD and Marketing"** as the subject line.

### **Follow us!**



**CENGN reserves the right to remove this posting prior to the application deadline. CENGN thanks all applicants for their interest, however, only those selected for an interview will be acknowledged. CENGN is an equal opportunity employer.**