



Client Development Associate New York

Interested in a career that bridges the gap between Mergers & Acquisitions and Technology? Sutton Place Strategies (SPS), an award-winning, deal sourcing intelligence provider for the M&A deal community, is seeking a **Client Development Associate (CDA)**. This is an opportunity to join a growing company of talented and motivated individuals, unified in the common goal of exceeding our client's expectations.

Mission

The SPS CDA focuses on converting marketing leads into sales opportunities. The CDA is integral in supporting and building a pipeline for the sales team, and uses the CRM and marketing automation tools to report on lead velocity and pipeline creation. The CDA will be exposed to all aspects of the company and be expected to proactively build internal relationships as to secure the speedy remediation of issues, further their knowledge of the firm's product offering, and accelerate their own development.

Responsibilities & Objectives

- Work closely with the sales and marketing team to leverage marketing automation tools, CRM platforms, and marketing collateral to strategically identify the most engaged contacts and firms that are ready to be sold to.
- Execution of strategic marketing/sales projects using SPS content and collateral with focus on lead generation.
- Qualify marketing leads and convert them into sales opportunities, and ultimately transition them effectively to the appropriate sales representative to close the deal.
- Support field sales representative by researching appropriate firms with the greatest revenue potential and develop targeted marketing campaigns to generate engagement with these "must have" prospects.
- Drive interactions and meetings, and initiate follow-up for events the firm attends or sponsors (e.g. trade shows, conferences) or produces (e.g. webinar, thought leader events, comingling client/prospect events).
- Book meetings with prospect for sales representatives as they travel and manage the calendar and schedule.
- Regularly report on quantity, velocity, and conversation of marketing leads into sales opportunities
- Conduct ongoing outbound calling and email campaigns

Required Experience

- 2+ years of professional experience in sales/marketing capacity; ideally at a software or data firm, or PE firm.
- Excellent oral and written communications, including the ability to effectively present information to top management and executives (internally and externally), as required.
- Academic and professional achievements should reflect: strong work ethic, attention to detail, team-oriented, positive attitude, pursuit of excellence, and willingness to listen, learn, grow, and take on greater challenges.
- Expectations are high and change is constant. Curiosity, adaptability, and a drive to learn are mandatory.
- Proficiency in Microsoft Office, particularly Excel, PowerPoint, and Outlook are important.

Compensation

Based on experience and will consist of base salary, performance bonus, 401K, medical, and comprehensive benefits package. Interested candidates should send their resume and other materials to info@suttonplacestrategies.com

About Sutton Place Strategies, LLC.

Founded in 2009, Sutton Place Strategies is dedicated to helping investors, corporate buyers, lenders, and advisors maximize their business development effectiveness. The firm's core product, the SPS Portal, is the convergence of actionable data with proprietary technology that is designed and dedicated to improving deal sourcing.