



## Managing Director

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### COMPANY OVERVIEW

The Ricciardi Group is a B2B marketing firm at the intersection of big and small. Bringing together Fortune 500 experience and strategies, infused with an entrepreneurial spirit, nimbleness, and disruptive thinking that comes from working with numerous early-stage companies. We provide a range of services, including strategic vision, brand and business strategy, lead generation and virtual CMO. Some of our clients have included Adobe, AQR, BNY Mellon, Broadridge, General Assembly, KCG, LRN, Lucera, Novantas, PGIM and SenaHill

### OPEN POSITION

The Managing Director is responsible for ensuring that we are a true partner to our clients, accounts are succeeding by all metrics, that we're selling through, and delivering the highest quality product and service. Additionally, as a key member of the leadership team, the Managing Director will help to shape and grow our organization by being a highly visible firm ambassador, perpetuating our mission and extending our reach.

### JOB RESPONSIBILITIES

- Develop and maintain relationships at senior level within the key accounts ensuring our firm shapes the strategic agenda for marketing
- Provide leadership and counsel to client at key points during project delivery
- Be responsible for a meaningful client entertainment plan, adding value to clients as appropriate by facilitating knowledge sharing, client introductions, etc
- Have an informed point of view on current projects at all times
- Actively seek and monitor client satisfaction, obtaining both structured and formal feedback
- Advise delivery team on how to demonstrate benefits and maximize client satisfaction
- Represent client's perspective to delivery team and represent our perspective to the client
- Actively work across the group to ensure you know our people and their key skills/past experience
- Lead and set the vision for successful pitches
- Lead teams of colleagues in the proposal process, blending our full service set to answer the client's brief

- Lead the commercial process, ensuring that engagements deliver to profit targets and value to the client
- Identify and develop opportunities from new and existing clients to achieve our objective of expanding our services
- Contribute to business development efforts by representing the firm at industry events, speaking on panels and presentations.

## **QUALIFICATIONS**

- The Managing Director must have progressive marketing or advertising experience and demonstrated experience identifying opportunities and growing accounts.
- Minimum 12 years client management experience at a digital agency, marketing or professional services firm. Traditional agency experience is also highly preferred.
- Extensive experience of managing profitable and high revenue client accounts
- Track record for winning new client engagements and new opportunities within the client organization
- Proven ability in building, managing and inspiring multi-disciplinary teams
- Strategic thought leader and expert communicator