



Director of Business Development and Marketing

Description:

As a Director of Marketing and Business Development at SmartUQ, you will develop, lead and evolve partner relations and marketing programs for SmartUQ.

Who We Are:

We are an innovative, fast-growing analytics company. SmartUQ (SmartUQ.com) provides breakthrough analytics software to quantify uncertainty in simulations (such as computational fluid dynamics, finite element analysis, and electromagnetic) and physical testing. Our software is used by some of the largest engineering companies in the world. We have a fun and focused team who are passionate about helping our customers solve challenging problems where no off-the-shelf solution exists.

Location:

You'll find us along the flourishing East Capitol Corridor in **Madison, Wisconsin**, which has consistently made top 10 lists for best places to work and live in the United States. We are seeking anyone within a 3 hour drive or willing to relocate to Madison.

The Opportunity:

In this position, you will be at the heart of the company by developing and managing the marketing and business development plans for SmartUQ. This includes building partnerships through identifying key leaders in our industry and working with our teams to expand the company market footprint. This role is dedicated to promoting and positioning SmartUQ as a qualified software of choice with customers and partners.

Responsibilities:

- Responsible for all existing and new software partnerships and strategies with businesses and academia related to SmartUQ
- Create, execute, and maintain a business plan to drive demand for SmartUQ
- Pilot new initiatives and business agreements in markets, evaluate their impact on the business, and determine the most effective approach to take
- Work closely with cross-functional teams to build a community of customers, prospects, and students through webinars, events, and other digital tactics



- Lead digital marketing campaigns focused on inbound marketing, demand generation, online visibility, and lead generation
- Nurture existing leads through digital content, events, and other marketing methods
- Develop business growth initiatives around platform features and capabilities

Qualifications:

- Bachelor's degree in Marketing, Business, Engineering, Statistics, or a related field
- MBA or other advanced degree is a plus
- Minimum of 3 years of experience in a similar role at a simulation or analytics company
- Strong verbal and written communication skills
- Proven track record developing and implementing successful marketing and business development plans
- Highly motivated and highly passionate about a career in marketing and business development

If you feel you would be a good fit for our team, join us today and submit your cover letter and resume to [hiring@smartuq.com](mailto: hiring@smartuq.com) with "Director of Business Development and Marketing" in the subject line.