



**Brief for the position of:
Manager,
Business Intelligence**



Manager, Business Intelligence

Organizational Summary:

Based in Troy, Michigan, Sports Management Network, Inc. (SMN) is a premier motorsports management and marketing firm that is expert in the fields of business management of elite motorsports talent, representation of championship winning teams and blue-chip properties for sponsorship sales, and consulting with corporations interested in maximizing their involvement in motorsports. The team at SMN aids the growth and success of several of motorsports' most prestigious drivers, teams, and properties and maintains a pristine reputation of delivering results for over 30 years.

The SMN staff is a tight knit team of hard-working individuals that love what they do each day. We look to add an individual to our team who shares our passion for what they do, is interested in working at the top level within the motorsport industry and takes enormous pride in their work output. An ideal candidate brings positive energy, a persevering attitude and has a deep curiosity for uncovering opportunities.

If you are an individual looking to be part of a high-growth organization with a clear mission, an investment-oriented mindset, and enjoys being part of high-performing close-knit team, please read below and apply.

Job Description:

The Manager, Business Intelligence plays a critical role in the success of our Corporate Partnership Development team. This role will champion creative sales ideas and support the Corporate Partnership Development team in new revenue generation. The Manager is responsible for leading all research inquiries, delivering business insights and disseminating relevant information across SMN.

This individual will collaborate directly with each member of the Corporate Partnership Development team and the Creative Services team to improve and evolve our prospecting process and category selling approach, identifying emerging opportunities, and improving CRM utility.

We are looking for someone that is intellectually curious, enthusiastic about solving problems, likes to uncover information from various sources, is a strategic and innovative thought partner, and who will identify interesting prospects for our clients. The successful candidate will possess sharp analytical skills with the ability to analyze and translate news, trends and events into easily digestible, actionable information and leverage to inform decision making using a solutions-focused approach, have the ability to understand client objectives, and how to align to SMN properties in impactful ways

Qualifications:

- 2+ years of professional experience working in sponsorship, team, league, agency, marketing or advertising, roles with a specialization around strategy, research, business insights, and/or analytics
- Experience working with a revenue generating business unit (i.e., sponsorship sales, ad sales, media sales) sports, entertainment or media experience is a plus

- Skilled at working with internal proprietary data, CRM, and/or reporting systems
- An excellent written and verbal communicator: concisely relay insights to colleagues, craft and deliver impactful research, and effectively answer questions
- Highly collaborative, adaptable team player with capacity to excel in a fast-paced, results driven environment
- Significant knowledge of industry trends and ability to serve as a subject area expert
- Bachelor's degree is required

Characteristics:

- Core Values – honesty, professionalism and integrity are key to the business and its reputation
- Enthusiasm – contagious energy and ambition to succeed and establish him or her self as a high performer
- Tenacity – Willingness to roll up his or her sleeves and work hard to get the job done right
- Initiative - Goes out of his or her way to complete a job with minimal direction or supervision
- Strategic Thinking - Analyzes and incorporates data points across many sources in order to identify areas of opportunity
- Collaborative - Works with peers and executives across departments to arrive at outcomes that align individual goal attainment and company's overall success
- Communication - Delivers convincing pitches by tailoring information and style to each prospect, has excellent written and verbal presentation skills
- Workflow Management - Sets clear, realistic objectives that align to business growth; breaks each objective into component tasks that can be achieved within a realistic timeframe

Benefits:

- Medical/dental/vision insurance
- Life insurance
- Paid holidays
- 401k

Work Environment:

In-person office-based role at Sports Management Network office located in Troy, Michigan; some travel may be required, including on weekends for race events.

Contact Information:

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