



**Brief for the position of:  
Director of Corporate  
Partnerships**



## **Director of Corporate Partnerships**

### **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:**

We are seeking an experienced revenue generator with a strong passion for sales and sports. The Director of Corporate Partnerships will be responsible for generating partnership revenue, as well as, generating leads through prospecting, cold-calling, face-to-face meeting and relationship building.

The Director of Corporate Partnerships 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 establishing new relationships that lead to revenue generation. The Director of Corporate Partnerships is responsible for generating demand for one or more of our elite roster of properties. This role establishes and creates opportunities through their personal network, on-going prospecting, and outbound communications.

The Director of Corporate Partnerships will be responsible for all functions related to corporate partnerships including building on relationships to create and execute strategies to acquire, develop, and retain corporate sponsors as part of the org-wide business objectives.

This individual will collaborate directly with the other members of the Corporate Partnership Development, Business Intelligence, and Creative Services teams to improve and evolve our prospecting process and increase sales leads through a category selling approach. We are looking for someone that is extremely enthusiastic about meeting new people, reaching out to individuals with new ideas and engaging with prospects for our clients.

### **Qualifications:**

- 3-5 years direct sales experience
- A passion for sports, motorsports, and marketing as well as familiarity with Salesforce is a plus
- Proven track record of growing revenue in the corporate partnerships space
- An understanding of the hospitality, sports, and entertainment marketplaces
- A solutions-based professional who takes pride in their work and their ability to impact internal and external constituents
- Bachelor's degree 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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