



Job Posting: Director of Sales & Business Development

Location: Remote

Job Type: Full-Time

Salary: \$90 – 110K + Commission

About NUARI

Norwich University Applied Research Institutes (NUARI) is a mission-driven 501(c)(3) applied research organization advancing national security, cyber resilience, and technology innovation. NUARI executes federally funded research, government contracts, and strategic programs while building scalable platforms and partnerships that deliver real-world impact.

We operate with the speed of a tech startup, the discipline of an elite military unit, and the mission focus of a non-profit research institute... if you like to build cool stuff with great teams, then we want to hear from you!

Position Summary

NUARI is searching for an innovative, dynamic, and results-driven Director of Sales and Business Development to lead strategic growth across sales, partnerships, and marketing communications. This role will oversee market expansion efforts, revenue generation strategies, outreach campaigns, and stakeholder engagement across public and private sectors. The Director will drive new business through relationship-based sales, strategic partnerships, and proposal development, while also guiding external communications, marketing, and social media strategy to strengthen brand visibility and positioning. The ideal candidate will combine strategic vision with hands-on execution to advance the organization's mission and long-term growth in high-technology markets.

Key Responsibilities:

- **Strategy and Growth:** Develop and execute a comprehensive business development strategy aligned with NUARI's mission and long-term objectives to identify/pursue new markets and strategic partnership opportunities. Lead and implement targeted outreach and growth campaigns.
- **Revenue Generation:** Build and grow a qualified sales pipeline, driving growth through new contracts, partnerships, and strategic initiatives. Lead proposal development in collaboration with internal teams, including opportunity qualification and value proposition development.

- **Partnership and Relationship Management:** Proactively identify, build, and nurture long-term relationships with partners, collaborators, stakeholders, and customers to expand opportunity, product, and service reach.
- **Marketing Positioning:** Review, assess, and enhance marketing collateral, website content, and social media presence to ensure alignment with brand messaging and target audience.
- **Innovation and Problem-Solving:** Apply creative, strategic thinking to develop solutions, partnerships, and growth opportunities to increase organizational impact.
- **Reporting:** Track and report business development effectiveness and insights to leadership.

Qualifications:

- 5+ years of experience in business development, partnerships, outreach, marketing, or sales, preferably in cybersecurity, emergency management, defense, or other high-technology sectors.
- Military service and/or government experience a plus.
- Bachelor's degree or equivalent professional experience.
- Experience managing a team.
- Demonstrated success in driving revenue growth and securing new business.
- Exceptional verbal, written, and interpersonal communication skills, with the ability to engage and influence stakeholders at all levels.
- Strategic and creative thinker with a strong, solution-oriented approach.
- Highly organized, detail-oriented, and results-driven.
- Self-motivated and goal-oriented, with the ability to work independently and collaboratively.
- Familiarity with digital marketing tools, CRM systems, and outreach strategies.
- Willingness to travel up to 40%, as needed.
- Existing network of contacts preferred.

Compensation

Competitive salary commensurate with experience. NUARI offers a mission-driven environment and the opportunity to help build a nationally significant applied research organization.

Benefits include:

- Full health, vision, and dental insurance
- Life, disability, and short-term insurance
- 403b with company contribution and matching

Salary range: \$90K - \$110K + commission

How to Apply

Submit resume and cover letter detailing relevant sales and business development experience to: kpederse@norwich.edu. The position is open until filled.

NUARI is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex , or national origin. Applications from women and people of diverse racial, ethnic, and cultural backgrounds are encouraged.