



ABOUT



The Opportunity

Emergent is a ground-breaking non-profit intermediary working at scale to mobilize private finance for the world's tropical forests.

Working at the intersection between tropical forest countries and the private sector, Emergent are building a global market for high integrity forest carbon credits. In just six months Emergent, through the LEAF coalition that includes Amazon, Nestle and Unilever, monumentally succeeded in reaching its \$1 billion target and are poised to mobilize billions more of new funding for the protection of tropical forests and sustainable development.

Emergent have created a historic step change in the voluntary carbon markets and are now looking for a passionate and driven VP Business Development. This is an exceptional opportunity for a dynamic leader and team player to join this ambitious, mission-focused team working to create a plausible, market-driven pathway to zero deforestation. This is a dynamic opportunity to act as the driving force in building out and nurturing Emergent's Americas based corporate clients.

The VP of Business Development based on the US East Coast, will lead efforts to prospect for and enlist new Americas-based corporate clients of emissions reduction credits (ERs) by utilizing a variety of networking and outreach strategies. In this role you will be accountable for securing a quota of long-term ER contracts commensurate with Emergent's mission-orientated goal to stop tropical deforestation. You will develop and use persuasive approaches and pitches to convince potential clients from an array of targeted sectors to purchase ERs through Emergent. Exceptional at developing a rapport with new clients, you will set and obtain enrollment targets, and provide ongoing support to continually improve customer relationships. This is a great opportunity to grow and retain existing commercial accounts by ensuring that client stakeholders are positioned for success in terms of meeting climate targets and stakeholder requirements. Alongside pipeline development, you will develop a deep knowledge of the corporate carbon market and through customer insights, generate ideas for how to differentiate Emergent and accelerate decision-making and favorable commercial outcomes within its corporate prospect base.

More information on Emergent is here [The LEAF Coalition](#)



POSITION

Scope of the role

VP Business Development

- Prospect and enlist new corporate clients interested in emissions reduction credits through use of customer insights, network activation and commercial creativity
- Leverages sales tools and applied business development regimens to produce new leads, drive leads through the sales funnel, and convert prospects within accelerated timeframes
- Identify the decision makers and the buying journey for each prospect organization and build solid relationships with each through active listening and tailored messaging
- Cold call as appropriate within prospective companies and business-focused NGO ecosystems to ensure a robust pipeline of opportunities
- Plan each customer engagement and pitch; catalogue each call in the CRM system with documented insights/actions to move prospects through the sales funnel
- Partner with marketing to tailor pitches that speak to prospects' needs, concerns, and objectives
- Handle objections by clarifying, emphasizing agreements and working through differences
- Use a variety of styles to persuade or negotiate appropriately, presenting an image that mirrors that of the client
- Submit regular progress reports, ensuring data is accurately reflected within HubSpot (CRM system)
- Track and record activity on accounts and help to enrol clients to meet targets
- Prepare regular reports and presentations on BD metrics for the executive team and Board
- Preparing and reviewing monthly, quarterly, and yearly KPIs and budgets



POSITION

VP Business Development

Strategic Planning

- Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends
- Present to and consult with the executive team on business trends with a view to developing new services, products, and distribution channels
- Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in contractual commitments
- Using knowledge of the market and competitors, identify and develop Emergent's unique selling propositions and differentiators

Customer Growth & Loyalty

- Coach and support clients through the contracting, jurisdiction selection, communications, and credit retirement phases.
- Maintain a client-specific customer account plan strategy that encompasses medium- and long-term customer growth and satisfaction.
- Identify opportunities to showcase client commitments in ways that result in favourable media, corporate peer, and civil society circles.
- Build extensive stakeholder relationships with corporate client ecosystems with the intent of identifying latent needs and satisfying multidisciplinary requirements.
- Work with technical staff and other internal colleagues to meet customer needs.
- Monitor and influence company-wide process and approaches that support overall client satisfaction and growth opportunities
- Synthesize client insights from across the teams and enhance the central client growth agenda and offerings

Customer Research

- Forecast sales targets based on historical offset purchases and information provided by client
- Develop in-depth knowledge of company offerings to identify profitable business opportunities
- Understand each company's climate goals and stakeholders' deliverables to the organization
- Research emerging trends and recommend new company offerings to satisfy customers' needs
- Direct marketing efforts by presenting customer insights to marketing leadership



POSITION

VP Business Development

About You

- The ideal candidate has 10+ years of B2B business development experience commercializing news services, preferably in the field of sustainability
- Knowledge of corporate carbon accounting and offset standards a requirement
- Polished, highly organized and assertive B2B salesperson that roots pitches and seals deals using customer insights, networked influence and commercial creativity.
- Regimented in her/his approach to orchestrating customer engagements and follow ups
- A sales hunter that leverages tools, regimen, and team work to reveal new leads and land prospects within compressed timeframes
- A natural leader and team player that possesses an agile approach to meeting customer needs
- Mastery of CRM software and digital marketing tools and channels (e.g., LinkedIn, Twitter)
- Strong analytical and project management skills and strategic mindset, with ability to orchestrate stakeholder decision making moments
- Strategic in managing sales pipelines and customer engagements, yet pragmatic and agile in navigating customer objections and non-standard requests for information
- Understands and applies the tenets of sound project management; thrives in leading and contributing to omni-disciplined projects
- Deep knowledge of and experience in visualizing buyers' journeys including decision-maker mapping and sales cycle influence points
- Strong commercial acumen and experience with the contracting process

Your Background

- Experience in carbon markets and carbon solutions and/or carbon accounting a requirement
- MBA or Master's degree in relevant field
- Experience in developing existing prospect databases and mining data for insights
- Mastery of lead management software and the CRM process
- Mastery of digital and in-person events planning and delivery
- Skilled in the mapping of decision maker networks and individual buying journeys
- Mastery of successful business-to-human sales behaviours and regimen
- Knowledge of the customer insight generation and messaging creation processes
- Established chief sustainability officer and civil society/non-governmental organization networks
- Experience with working with or for a start-up a plus
- Knowledge of integrated marketing campaigns and their influence on the sales cycle
- English fluency required; French highly desired; Spanish, Portuguese, or Bahasa a plus
- Proficient in Microsoft Office (Outlook, Word, Excel, and Power Point) and Adobe Acrobat (or equivalent)
- Experience in building and coaching highly effective teams

Location across North and South America preferred.



POSITION

VP Business Development

About Emergent

Forests are crucial to all life on Earth.

They capture and store carbon and are one of the most promising, large-scale, and cost-effective opportunities to combat climate change. Rainforests also sustain rainfalls, food supply, vital ecosystems, and livelihoods for over a billion people. Protecting them is not just a moral imperative, it is essential for a stable, prosperous, and sustainable future for us all. As the COVID-19 crisis highlights, we live in a fragile and interconnected world where sustainability cannot be taken for granted.

There is increasing recognition of the urgency of climate change.

The Paris Agreement in 2015 committed governments to keep the increase in global average temperature to well below 2 °C above pre-industrial levels. 760 major corporations have committed to climate neutrality, and over 40 countries have implemented some form of carbon pricing scheme. After two decades of putting necessary, effective, high integrity standards and market mechanisms in place, The Emergent Forest Finance Accelerator (“Emergent”) has the historic opportunity to channel this momentum to solving the deforestation crisis.

Emergent helps safeguard the world’s tropical forests by building a global market for forest carbon credits.

Countries generate these credits by reducing deforestation and tropical deforestation (called “REDD+”). For forest countries, Emergent provides a guaranteed source of demand by facilitating access to a range of high-volume buyers, backed by a purchase guarantee from donors, giving countries the certainty need-ed to make investments in forest protection and chart a new course. For buyers, Emergent provides access to the highest-quality REDD+ credits, enabling them to meet their climate neutrality goals. Emergent is supported by the government of Norway, the Environmental Defense Fund, the Rockefeller Foundation and the David & Lucile Packard Foundation. Emergent is currently grant-funded, but will become self-sufficient through transaction fees as volumes build.

Sillman Thomas have partnered
with Emergent as their
managing search consultant



Sillman Thomas are a specialist executive search firm dedicated to building a more inclusive and sustainable economy. Operating internationally from our offices in London and New York, we have a focus on ESG and Impact in our work with the finance, technology and business communities across EMEA, Americas and Asia Pacific.

POSITION

How To Apply

EMAIL

emergent@sillmanthomas.com

Please contact Sillman Thomas before the 22nd April 2022
to express your interest in this opportunity.
We will reply to all interested candidates.

Emergent provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, local or other applicable laws.

