

Job Title: Head of Strategic Alliances (“HSA”)
Supervisor: National Sales Executive (“NSE”)
Supervises: Director of Strategic Alliances (“DSA”)
Position Type: Exempt
Location: Fairfield, CT or remote in NYC with travel expected to the Fairfield, CT Office and Nationally
Date: 03/18/19

Overview of Position:

At Foundation Source, the Head of Strategic Alliances (HSA) plays a fundamental role in achieving our customer acquisition and annual revenue growth objectives. He/she is expected to lead all Strategic Alliances relationships, work with senior level contacts and be responsible to build and maximize those relationships. He/she must seek out, develop and implement new Strategic Alliances nationally and regionally and therefore must be comfortable making in-person (high level) formal meetings with institutional prospects and channel partners. The purpose of these meetings is to generate interest, qualify prospects, and collaborate with team members across the firm in order to deepen existing strategic partnerships, bring on new strategic and institutional clients and drive RRR (run rate revenue).

Essential Duties & Responsibilities:

Operate as the lead and primary contact for maintaining existing strategic partnerships as well as developing new strategic partnerships and institutional relationships to broaden Foundation Source’s reach with institutional prospects and clients.

- Responsible for initiating and maintaining sales contacts with strategic alliance prospects and clients, generated through multiple marketing channels and the development of institutional relationships.
- Build and extend the Foundation Source brand in the highest quality fashion with all strategic partners and in all major markets and across all institutional channels or centers of influence.
- Establish Foundation Source as the definitive source for all advice, education and service in the philanthropic space, wealth management industry, family office, trust and insurance segments.
- Work in conjunction with and develop a close working relationship with the Regional Managing Directors (ie., Senior MDs, MDs, or field sales) in the pursuit of new business by making introductions and paving the way across all facets of driving Run Rate Revenue (RRR), number of units (ie., new clients), new client acquisition, client retention and client satisfaction for Foundation Source.
- Nurture and foster current partnerships continually seeking ways to drive higher levels of financial advisor penetration with current Strategic Partners.
- Develop and deliver in-person regional training sessions with existing and new partners.
- Develop a cooperative working relationship with field specialists such as advanced planners, wealth management consultants and philanthropic specialists.
- Grow and manage the Foundation Source strategic alliance pipeline for new business and generate proposals for qualified institutional prospects.
- Enter sales activity accurately, timely, thoroughly, and professionally into Salesforce.com or other tools as determined or updated by Foundation Source.
- Set up phone calls, meetings and/or training sessions.
- Allocate Strategic Partner Referrals to the appropriate regional MD and if there is any question regarding which MD, check in first with the National Sales Executive.
- Learn our online private foundation software capabilities and give in-person online demonstrations (i.e. webinars) or training sessions of (FSOL – Foundation Source On-Line).

- Collaborate and participate with the Regional Sales Team and Marketing Team to plan and stage successful regional events for existing clients, new prospects, and education events for centers of influence such as Advisors, CPA's, and attorneys.
- Share best practices and partner closely with Strategic Alliances Advisors on success stories and strategies for increasing business with strategic partners and potential prospects for institutional services.
- Collaborate across sales, operational, marketing and client service teams at Foundation Source to develop new processes and approaches designed to successfully repackage our platform and services for institutional use.
- The HSA is required to produce an annual business plan with quarterly updates and revisions as required to best support the department.
- The HSA will be required to give regular reports on activities – past, present and future
- Individual meetings with advisors and/or UHNW individuals or families may be required.
- Work with marketing and partners to identify and deliver co-branded marketing material
- Review co-branded material annually and recommend any changes
- Working with CLO (Chief Legal Officer) and other company managers on any contract negotiations
- Proposal writing and negotiations

Key Competencies and Personal Traits/Strengths:

- The ideal candidate is a sales leader with a true "hunter" mentality, who is savvy and adept at building relationships with key contacts and with centers of influence.
- The HSA must take steps to ensure he/she is very knowledgeable about the services he/she is promoting. Becoming an educated representative of private foundations and Foundation Source's services requires taking internal training classes, familiarizing himself/herself with our white papers about the private foundation marketplace as well as reaching out internally in order to develop deep content expertise.
- The HSA must be passionate about philanthropy and knowledgeable about philanthropic vehicles, best practices, and the changing industry.
- Confident in-person presentation skills and phone skills are essential.
- Strong planning, organization, and time management skills.
- Excellent listening, questioning, verbal and written communication skills.
- Ability to qualify leads, close deals and on-board new partners.
- Ability to use of Salesforce.com daily to enter, track and communicate conversations, e-mails, and meetings as appropriate.
- Ability to work independently but also be a collaborative, contributing team player.
- Ability to multi-task and work in a high energy sales environment that is goal/quota driven.
- The HSA must always act with the utmost integrity and the highest level of professional conduct in order to ensure Foundation Source's excellent reputation.
- Strong negotiation skills
- Excellent written and verbal skills
- Superior organizational skills

Experience and Education:

- Bachelor's Degree required, Graduate Degree/MBA Preferred
- 10 years of Business Development and/or Client Services experience working directly with clients and prospects.
- Experience in the following fields is a plus: Financial Services, Philanthropy, Private Foundations, Tax and Estate Planning, and other related professional work or extensive volunteer engagement with charitable giving enterprises.



Additional Considerations/Work Environment:

- Travel is required to support objectives including: training, client events, educational sessions, regional activities or other corporate purposes.

About Foundation Source:

Foundation Source is America's leading provider of support services for private foundations—from set-up and administration to high-level philanthropic advisory services. The company's full suite of back-office, online, and advisory services helps its foundation clients ease the administrative burden, engage board and family members, and deliver greater social impact.

Foundation Source's client base of foundations created and operated by high-net-worth and ultra-high-net-worth individuals and families has grown significantly over the years due to its innovative product offering and strong focus on philanthropy within the market. Today, Foundation Source serves over 1,500 private foundations nationally representing almost \$14 billion in assets under administration. The company is headquartered in Fairfield, CT.

NOTE

Foundation Source's Management has the prerogative to update and amend the job description and responsibilities which are subject to change to best support the needs of the business. This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

The company is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.