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# Business Development

## Shared Financial Solutions

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Position Title: VP of Business Development

Department: Shared Financial Solutions

Classification: Exempt

Revision Date: 3/8/2021

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### Reporting Relationships

Position Reports to: President/CEO

Positions Supervised: Member Solutions (Sales) Team, Item Processing, IT

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### Position Purpose

The VP of Business Development is responsible for the overall management and direction of the association's wholly owned, for-profit subsidiary - Shared Financial Solutions (SFS). The VP helps develop and build products and services in a manner that results in high-quality, cost-effective programs for credit unions and their members as well as profitable performance for SFS. The incumbent must develop a working knowledge of all HCUA products and services as well as how they benefit member credit unions. The VP must use business acumen and experience to build, scale and develop solutions that positively impact HCUA's member credit unions while diversifying HCUA's business revenue model.

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### Essential Functions and Basic Duties

1. Responsible for developing and enhancing relationships with member credit unions using the services of Shared Financial Solutions (SFS). Activities include regularly scheduled partnership meetings with key credit union users, joint calls with field staff, participation in user/focus groups meetings, personal visits, and other meetings where appropriate.
2. Identify and work with leagues in other states in an effort to develop and grow strategic alliances/partnerships to expand our product offerings, increase processing volume and create processing efficiencies.
3. Manage relationships with third party vendors providing products, services and support to the item processing centers and CUSB. Monitor performance and work with each to maintain high quality, competitively priced products, and services. Where appropriate, recommend new vendors, changes to existing relationships and discontinuing those that are no longer viable.
4. Stay abreast of operating, security, physical, and electronic safeguards that ensure departmental service and data integrity. Review "Business Interruption Plans" to assure that processing functions can be resumed in the event of a disaster or business interruption with minimal impact on our credit unions and their members.
5. Responsible for identifying and developing new products and services. Prepare business plans for all new products and services and submit to CEO for review and approval.

6. Work closely with the field representatives, providing products /service knowledge, an overview of department goals and target credit unions for the purpose of increasing usage of the departments' products.
7. Establish annual goals for each product and service. Monitor progress towards goals and make adjustments necessary to achieve goals.

## Qualifications

- Education/Certification:**
- Bachelor's degree in business or related field or equivalent work experience.
- Required Knowledge:**
- Thorough understanding of Company products and services.
  - Thorough knowledge in marketing and promotion techniques.
- Experience Required:**
- Leadership of people, teams, and organizations.
  - Ability to build, develop, scale, and oversee business lines.
  - Three to five years of management and responsibility for a profit and loss organization or division.
  - Direct sales experience and/or management of sales teams.
- Skills/Abilities:**
- Professional, well-developed interpersonal and communication skills necessary for interacting with credit union personnel and serving as a representative of the Heartland Credit Union Association.
  - Strong organizational, prioritization and verbal/written communication skills.
  - Ability to develop and execute a big picture business strategy
  - Strong computer and management information system skills.
  - Proficient with Microsoft Word, Excel, and PowerPoint.
  - The position requires a high level of interpersonal skills with the ability to influence individuals both inside and outside the organization. A high degree of tact and diplomacy is necessary. Thinking politically is also important.
  - Active listener, able to overcome objections, quick to offer solutions and willing to work towards viable alternatives. Well-developed negotiating, analytical and problem-solving skills are required.

## Physical Activities and Requirements

- Talking:**
- Must frequently convey detailed or important instructions or ideas accurately, loudly, or quickly.
- Average Hearing:**
- Able to hear average or normal conversations and receive ordinary information.
- Repetitive Motion**
- Movements frequently and regularly required using the wrists, hands, and/or fingers.
- Average Visual Abilities:**
- Average, ordinary, visual acuity necessary to prepare or inspect documents or products or operate machinery.

**Physical Strength:**

- Some sedentary work; sitting most of the time. Exerts up to 10 lbs. of force occasionally.
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## **INTENT AND FUNCTION OF JOB DESCRIPTIONS**

Job descriptions assist organizations in ensuring that the hiring process is fairly administered and that qualified employees are selected. They are also essential to an effective appraisal system and related promotion, transfer, layoff, and termination decisions. Well constructed job descriptions are an integral part of any effective compensation system.

All descriptions have been reviewed to ensure that only essential functions and basic duties have been included. Peripheral tasks, only incidentally related to each position, have been excluded. Requirements, skills, and abilities included have been determined to be the minimal standards required to successfully perform the positions. In no instance, however, should the duties, responsibilities, and requirements delineated be interpreted as all inclusive. Additional functions and requirements may be assigned by supervisors as deemed appropriate.

In accordance with the Americans with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodations will be made which may pose serious health or safety risks to the employee or others or which impose undue hardships on the organization.

Job descriptions are not intended as and do not create employment contracts. The organization maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.