



# Vice President of Business Development and Product

## Job Description

The Vice President of Business Development and Product is responsible for **setting the company's sales targets and marketing goals**. This includes developing production and sales goals, consulting with organization management, getting new contracts, and overseeing salespeople.

## Salary

Entry — \$150,000  
Middle — \$281,165  
Top — \$495,000  
Startup — \$50,000 to \$150,000

## Core Tasks

- Develop and execute a comprehensive business development strategy aligned with the company's objectives.
- Analyze industry trends and market dynamics to identify emerging opportunities and threats. Stay informed about competitor activities and market shifts.
- Lead sales teams in achieving revenue targets by identifying and pursuing new business opportunities.

## Workplace / Environment

- Work hours**  
**Approx. 40 hours/week**  
(At key milestones overtime work may be required to meet deadlines)
- Environment**  
**Work from home** or **typical office** environment.
- Travel**  
**Nationwide travel** to conferences and business development meetings

## Education / Prerequisites

### Education Level

Bachelor's degree in a relevant field such as Business Administration.

### Licensing

Valid Driver's License

### Pre-Job Preparation

At least 10 years in business development. Deep industry knowledge and an extensive network of industry contacts.

## Experience

### Soft Skills

- Excellent interpersonal and communication skills
- Leadership skills
- Partnership development

### Technical Skills

- Strong management and problem-solving abilities
- Knowledge of market trends
- Strong analytical thinking and pattern recognition



## Career Path: Anders Alexander

### About Me

Vice President of Business Development  
and Product at LoanTerra

Bachelor of Arts in Environmental Policy  
from Western Washington University

### Early Inspirations

"When I was 10, I told my dad that I wanted to be a **businessman that lived in the woods**, so I did that perfectly. I have hippie parents, so I had environmental care ingrained in my childhood. There's a book called Natural Capital that was written when I was pretty young, and that **inspired me to value everything** to do with **habitat and natural capital**. My parents told me that I had to go to college and I was like, 'but I don't want to.' They offered to pay for my tuition but I had to fund the rest myself so I decided to work during college. I went into environmental studies, because I wanted to avoid math classes but my only options were to teach, be a city planner, or go into policy. I found policy just endlessly fascinating. I got a minor in economics because I realized that policy without economics is ineffective."

### Early Career Choices

"I really needed a job out of college, and found my way into SolarCity, which became Tesla, just making sure that the paperwork was filled out, all of it was physical paperwork that had to be mailed back and forth. And I thought, 'can we just do things over email and electronic signatures?' I argued with a lot of utilities about that, and that's widely accepted now. Then from there, I went into design and sales. During that entire period of time, I was just thinking '**we could automate most of this,**' and that's a lot of what I've done in my various positions. I worked at a company called EagleView, we worked to automate quoting in the roofing industry. We figured we could do that with solar too. It's just that the idea was there, but the product wasn't there, and so it was my job as the product manager to work with the engineers to make everything work."

### Finding Your Passion

"Being a product manager in that way was a more open-ended job, so **I learned a ton**. I've helped start a couple solar companies as head of sales, I'm really interested in startups. I'm really interested in the solar market, as it should exist in the future. When I ran into this opportunity, I thought that it was a **brilliant idea** to view financing through an ethical consumer protection lens and then also automating everything because a lot of the financing in the solar industry is not automated. That just sounded really fascinating. I don't view it as 'taking away jobs', because if you just look at what the deployment of the industry needs, we'll just run out of people."

# About My Job

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"I think you've got to vision your future and make sure that you enjoy your path"

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## Pros

- "I work from home, and I live on basically a micro-farm, so being able to chop wood in between meetings **is like my best life.**"
- "**I love that it's not established.** That high rate of change creates a lot of opportunity. In this industry, the winners are the ones that can adapt to the things that have happened in the last couple months."
- "I've done a lot of work to get a job that actually works for me. I do interesting things. I get to **do my strengths**, which is **meet people, have conversations**, then distill that down into **actionable items**. I have a policy degree, but I do business work, so I **enjoy being able to focus** my free-time on state-level solar consumer protection laws."

## Fieldwork

- "**In the future, I will travel** for clients as we launch in new areas."
- "Right now, I **go to a lot of conferences** for the solar industry. I even help plan and put some, or sometimes I am a speaker. The best part is **meeting a lot of people** in the industry and learning."

## Cons

- "**I don't like going to conferences**, the fascination there, though, is how we can leverage this to actually be awesome for the industry. But, I have **gotten a lot** out of conferences, because it has been an opportunity to work on my public speaking ability."
- "A lot of my job **requires me to follow the news**, I don't like to follow the news, but I really have to keep on top of, especially right now, what's happening and why it's happening in the market."

## Office Work

- "I spend **a lot of time meeting** with industry groups, because that's where working with a lot of other people to solve the same thing."
- "I spend a lot of time **following legislation** at the state level, specifically in consumer protection. I think is really important, and it just isn't in the solar industry enough."
- "I try to **meet a new person in the solar industry once a week**. That way I can really just learn about everything that is happening."
- "I'd say most of my time is spent **researching and communicating with people** and then turning that into actionable items for either industry organizations I volunteer with or the company I work for."

## Skills

- "I think **hard skills are all that matters**. I don't think degrees matter unless your job requires it. Just go for it, start producing things."
- "I did sales and I realized if I could make someone laugh within the first 30 seconds of the call, then I was probably going to make the sale. You end up **developing these skills** no matter what industry you're in, that are going to **make you successful anywhere**. Now, I volunteer for nonprofits and work on their boards, and I have to get people to say yes to showing up and doing a panel at the conference that the nonprofit puts on."

## Education/Experience

- "I would have **preferred to go become an electrician**, then get into sales, then get into business, because I don't think I ever use my degree. If you're in a different field, like you want to be a doctor, don't just start practicing."
- "The way that I think about it, if it's in the trades, all the better. If you can go become a plumber and then go do something else later. I think, in this day and age, **you just need to be valuable to yourself**. After getting a college degree, I could read and write, and that's cool and all. But just that, just for me, wasn't enough. Like I had a lot of people in my same graduating class, who got GIS degrees or certificates, on the side, and they got jobs right away. It took me a while to find a job, and my first job was filling out paperwork."

## The Future of **the Solar Industry**

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"I think **automation and integration** is **where everything needs to go**. For example, in solar permitting, each step involves a different company or non-profit. I think that the rewards will go to whoever can automate something and integrate it, because when you automate something but you can't integrate it then you have to build an entire market around it. When I think of the solar industry, I think a lot of winners are going to be the ones who are like Oracle or Amazon Web Service, you **use them every day, but you don't know that**, you're not buying it, but it's what you run your life on. And I think that's what's happening in any developing industry. When I look at **the future of solar**, certain companies are going to get cemented in, then people are going to try to compete, but it's going to be difficult. I think there will be lots of people doing **lots of discretionary jobs**, like manufacturing, selling, installing. It's just that it will have trouble scaling with the same efficiency that it has today."

# About Sustainability Ambassadors

We are here to **RAPIDLY ADVANCE A SUSTAINABLE FUTURE**. Empowering **YOUTH** to catalyze community sustainability, **TEACHERS** to integrate rigor with relevance for real-world impact, **COMMUNITY** to drive collective impact.

We support a year-round training program for over 60 highly motivated middle and high school youth, a Teacher Fellows Program, City-County CAP internships, and college-level interns, and work with hundreds of educators to design new models of problem-based, place-based learning around **a shared vision of educating for sustainability**.

## Your Green Jobs Future

**Ready** to explore your future in green jobs? Use [Map your Career](#) to map your trajectory!

**Find** career opportunities near you now! Use [Career Connect - Washington's](#) tool to find programs to build your career skills.

**Interested** in a future in solar? Take a look at the [Solar Jobs Census](#) to track solar job growth nationwide.

**Explore** [RVC's opportunities](#) to work with organizations led by communities of color.

**Dive** into the [Center of Excellence for Clean Energy's](#) robust career tools in the sustainable energy sector.

**Grow** your professional sustainability skillset with the [Seattle Youth Good Program](#).

**See** Seattle's [Clean Energy Resources Map](#) to examine what the city is planning for a greener energy future.

**Check out** the [U.S. Green Building Council](#) to explore the sector's current opportunities. :

## Funder Acknowledgement



**King County**

Department of Natural Resources and Parks  
**Wastewater Treatment Division**

