

# JOB DESCRIPTION

<b>Job Title</b>	Country Director, Executive Education		
<b>Reports to</b>	General Manager		
<b>Department</b>	LBS Executive Education – KSA office		
<b>Job Family</b>	Relationship	<b>Level</b>	6

## About the School

At London Business School, we strive to have a profound impact on the way the world does business and the way business impacts the world. Our departments work hard to ensure that we are continually delivering a world-class service, academic excellence and that our course offering maintains our place as a leading business school.

With thought-leading faculty and dynamic learning solutions, we empower both businesses and individuals by offering a transformational learning experience that will broaden their professional knowledge and global mindset. As well as offering postgraduate courses for the business leaders of the future, we run open and customised executive courses for professionals and corporate clients that help leaders identify the future focus and strategic direction of their businesses.

We draw from London's status as a financial, entrepreneurial and cultural hub to attract a diverse range of students and faculty, creating an abundance of opportunities to network with industry experts and alumni worldwide.

## About the Department

Executive Education designs and delivers world-class management and leadership development programmes including a portfolio of over 30 open enrolment programmes for individuals, and customised programmes for global client organisations. With a significant annual turnover Executive Education is an essential part of the School's vision, to have a profound impact on the way the world does business and the way business impacts the world.

## Job Purpose

The job holder is the most senior representative of London Business School's Centre for Management Development Arabia. They lead the local team ensuring they are engaged and motivated and operating effectively and efficiently, servicing clients in the best possible way. They are responsible for building substantial, enduring relationships with large and medium sized organisations in Saudi Arabia and the wider region.

The role works closely with the team based in London and Dubai to nurture existing and new long-lasting relationships with Saudi organisations, ensuring a sound understanding of their needs and the design and delivery of learning

solutions for their talent (from Boards through to Middle Managers) that best meets these.

They will typically manage a client portfolio. In addition, they will lead on business development activities aiming to secure new business. The job holder is overall accountable for the success of the client relationships in Saudi Arabia, as well as the profitability of solutions delivered, and for qualifying, pitching, winning, contracting and mobilizing agreed solutions with the team in Saudi Arabia and London.

## **Key Areas of Accountability and Key Performance Indicators (KPIs)**

### **Key areas of accountability:**

#### **Strategy, Planning and Growth**

- Contribute to the development of a vision/strategy for a department/division aligning to the London Business School vision.
- Develop and execute a strategic growth plan to position the Centre for Management Development at London Business School Arabia Limited as a premier provider of education in Saudi Arabia.
- Identify and secure partnerships with government entities, corporations, and private sector leaders.
- Develop plans for current or prospective clients or stakeholders and oversee their implementation, delivering against agreed revenue or engagement targets.
- Lead the development of Key Performance Indicators to support the assessment of the strength/quality of relationships and/or the impact of engagements.

#### **Client Acquisition & Relationship Management**

- Build and maintain relationships with key decision-makers, C-suite executives, and HR leaders.
- Lead the identification, development, and management of a portfolio of existing and/or new clients and/or stakeholders, and develop new, strategically important relationships.
- Oversee the development and co-ordination of major proposals, leading where appropriate.
- Drive a world-class service in area managed, regularly reviewing quality.
- Utilize expertise and insight to create opportunities and lead the development of initiatives or solutions.

#### **Product/Proposition Solution Knowledge**

- Maintain current knowledge of market, industry and learning and development advancements and trends ensuring innovative and effective client/stakeholder solutions are proposed.
- Maintain and apply deep and broad understanding of London Business School and competitor offering, wider trends and innovations and client/stakeholder needs and interests.
- Align offerings with Vision 2030 initiatives and leadership development needs in the region.
- Collaborate with London team to offer and design executive education programs tailored for Saudi Arabia.

**Analysis and Reporting**

- Conduct effective data analysis to establish themes and trends, using this insight to inform future business decision making

**Commercial**

- Lead commercial discussions and contract negotiations with clients and stakeholders.
- Use your understanding of the client's needs and the school's offering and financial targets.
- Achieve or exceed revenue targets in own area and contribute towards those of colleagues.

**Communications**

- Lead the development and delivery of communications to clients and all stakeholders, driving revenue generation, and increased engagement.

**Project Management**

- Provide subject matter expertise to strategic, complex and/or high-impact projects to support their successful delivery.

**Recruitment**

- Lead the identification, engagement oversight, and conversion of a strong network of stakeholders.

**Collaboration and Stakeholder Management**

- Build relationships with and influence multiple stakeholders across the School,
- Take the lead on and/or represent the area/department in cross-departmental initiatives

**Financial Management**

- Contribute to the development of budgets for KSA's office.
- Lead the control of relevant budgets to ensure well planned, value for money and cost control.

**People Management**

- Lead, develop and manage a high-performing team in Saudi.
- Set priorities and review/provide support and/or feedback on individual and team performance in accordance with wider LBS and in-country strategic goals.
- Manage team resource to ensure effective delivery of LBS products and services

**Change Management**

- Champion change by role modelling the behaviour expected from all colleagues, develop and communicate plans to successfully implement change within own division/ department.

**KPIs:**

- Well defined, clearly communicated and executed strategies and/or plans for area of work.
- Trusted adviser relationships developed with clients and stakeholders, gaining excellent feedback.
- Revenue and/or engagement targets met or exceeded.

- Robust customer satisfaction framework in place.
- Development and delivery market leading solutions and initiatives.
- Engagement of local team (staff engagement score)
- Smooth operation of reporting cycle in own area producing highly accurate data which informs decision-making.
- Contribution to cross-School initiatives.
- High-quality work delivered by contractors and agencies.
- Accurate budgets developed, no overspend and value for money demonstrated.
- Contribution to continuous improvement in School specific rankings.

## Knowledge, Qualifications and Skills Required

- Bachelor's degree or equivalent experience.
- Professional qualification (MBA or Equivalent) or equivalent experience.
- Excellent communication skills and the ability to develop and maintain client relationships at senior levels.
- Highly skilled in negotiation, networking, and influencing.
- 10+ years of experience in business development, growth strategy, or client acquisition within executive education or corporate learning.
- Strong knowledge of the Saudi Arabian education landscape, corporate training market, and government initiatives (e.g., Vision 2030, HRDF, PIF programs).
- Proven ability to drive revenue growth, secure high-value partnerships, and lead market expansion.
- Established network within government entities, large corporations, and HR/L&D leaders in Saudi Arabia.
- Experience of consultative sales and developing solutions with demanding clients.
- Ability to manage multiple internal and external stakeholders and to operate effectively with senior leaders.
- Extensive awareness of the activities of the organization and competitor schools in the region, identifying industry best practice for future planning.
- Proven financial management skills and strong understanding of commercial objectives is essential.
- Proven ability to build and lead engaged, high performing teams
- Experience in using CRMs e.g. Salesforce and Data visualization e.g.PBI

## Resources including team management

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<b>Staff</b>	3
<b>Budgets</b>	TBC
<b>Date Updated</b>	March, 2025