

LATHAM & WATKINS

Business Development Manager – Data & Technology Transactions

PeopleSoft Job Code / Title: 1013 / Business Development Manager
Department / Subdepartment: Business Development
Organizational Relationship: Reports to the Business Development Manager II or above
FLSA Status: Exempt
UCM Level: 4 - Manager
Last Updated: April 16, 2025

General Summary:

The Business Development (BD) Manager – Data & Technology Transactions supports the firm by using their marketing and business development experience, combined with their understanding of the competitive market landscape, and knowledge of the internal workings of Latham to contribute to the strategic planning and implementation of the goals and objectives of their assigned practice and/or industry group.

The Manager works in close partnership with their assigned group and colleagues across the BD department to develop and support the execution of the strategic plan for the group, in addition to supporting overall business development goals. The Manager will be expected to collaborate with attorneys, BD colleagues, and various departments across the firm.

Essential Duties and Responsibilities:

“Essential duties” are those that an individual must be able to perform with or without reasonable accommodation.

1. Develop a comprehensive understanding of the lawyers and clients in Data & Technology Transactions Practice in order to drive strategic priorities, including client engagement and relationship building
2. Support the implementation of business development tactics and initiatives in alignment with the strategic objectives of practices, markets, relevant industry sectors, and/or clients as assigned
3. Aid in the execution of cross-selling strategies, including collaborating with relevant BD teams
4. Provide research, analysis, and reporting to support the identification and development of new clients and the enhancement of existing client relationships
5. Collaborate with lawyers, BD, and Brand & Communications teams on speaking opportunities, seminars and sponsorships, webinars, and other visibility initiatives
6. Develop internal communications to inform relevant practice and industry groups of significant achievements, developments, and market synergies
7. Assist with the creation and maintenance of written marketing materials and website content, including practice profiles and relevant experience lists
8. Project manage and draft submissions for legal directories and related industry guides
9. Promote effective work practices, work as a team member, and show respect for co-workers

Position Specifications

Education

- Bachelor's degree or equivalent required

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Work Experience

- A minimum of five (5) years' progressively responsible business development and marketing experience in legal/professional services required

Knowledge, Skills & Abilities

- Knowledge of core marketing principals including internal communications, public relations, seminar/event planning, branding, market research, competitive intelligence, credentials and RFP response preparation
- Excellent leadership skills (i.e., organizing, planning, problem-solving and decision-making) necessary for effective management
- Well-developed and professional interpersonal skills; ability to interact effectively with people at all organizational levels of the firm
- Ability to work in a team environment with a customer-service focus
- Excellent communication skills, both written and oral
- Ability to handle confidential and sensitive information with the appropriate discretion
- Ability to perceive and analyze problems, and a make or recommend sound decisions
- Organizational skills needed to manage time well, prioritize effectively, and handle multiple deadlines
- Strong analytical skills, including synthesizing and presenting research data to attorneys and BD Department management
- Ability to undertake large, long-term projects, develop alternative methods to complete them, and implement solutions
- Knowledge of InterAction and Content Pilot
- Advanced knowledge and proficiency in PC applications, specifically PowerPoint, Microsoft Word and Excel

Physical Demands

- Extensive time using a computer including use of a PC keyboard and mouse or similar data input devices is required.

Working Conditions

All Latham & Watkins positions are in a typical indoor office environment.

The statements contained in this position description are not necessarily all-inclusive; additional duties may be assigned, and requirements may vary from time to time, and from location to location.