

Business Development Manager – Marketing Technology, Foundation Operations & Enablement

PeopleSoft Job Code / Title: 1013 / Business Development Manager
Department / Subdepartment: Business Development / MarTech
Organizational Relationship: Reports to level 5 or higher
FLSA Status: Exempt
UCM Level: Level 4
Last Updated: September 4, 2026

Department / Subdepartment Overview

Business development (BD) is focused on the creation of long-term value for Latham. It involves, many objectives, such as sales growth, business expansion, the formation of strategic partnerships, and increased profitability.

Role Overview

The Business Development (BD) Manager – Marketing Technology, Foundation Operations & Enablement leads the strategy, implementation, and administration of the firm's business intelligence and experience management platform, Foundation. As the platform owner and subject matter expert, this role ensures Foundation and related analytics tools are reliable, well governed, integrated, and aligned with the evolving needs of the firm and its practices.

Essential Duties and Key Responsibilities

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

1. Serves as the day-to-day Foundation administrator and subject matter expert, maintaining in-depth knowledge of the platform's capabilities, configuration, integrations, processes, workflows, and operational performance
2. Manages system operations and performance, troubleshoots issues, and partners with Technology to design and implement sustainable solutions
3. Leads end-to-end platform development, including configuration, taxonomy and field design, data mapping, integration planning, survey deployment, search views, reporting, and rollout strategies
4. Identifies opportunities to integrate Foundation data with Peppermint CRM to sharpen, deploy, enhance, and monitor targeting, business planning, and client teaming efforts
5. Serves as the Business Development lead with respect to new fields and configuration changes by evaluating requirements and preventing duplication, ambiguity, unnecessary complexity, and inconsistent data structures
6. Works closely with BD professionals and technology trainers on introductory and continuous learning programming, proactive outreach, and Foundation coaching to enhance user engagement and operational efficiency
7. Delivers actionable insights and strategic recommendations to senior leadership, influencing decision-making and driving the continued evolution of the BD and MarTech functions
8. Develops and maintains KPIs including adoption, utilization, and business impact, and creates dashboards and reports for leadership

9. Leads data governance and quality initiatives by establishing standards, documenting processes, improving data workflows, and connecting internal and external systems to support a trusted single source of truth
10. Partners with stakeholders across the firm to gather feedback, identify business, data collection, and reporting needs, advise decision-makers, and translate requirements into scalable platform and process improvements
11. Increases matter collection and lawyer engagement, in concert with BD, KM, and Tech colleagues, by launching targeted surveys, improving the user journey, and tailoring Foundation to maximize value and efficiency
12. Serves as the primary business liaison to Litera by coordinating enhancements, managing the relationship, and advocating for improvements to the user experience
13. Leads and mentors direct reports and cross-functional project teams as appropriate
14. Promotes effective work practices, works as a team member, and shows respect for co-workers

Knowledge, Skills & Abilities

- Advanced knowledge of Litera Foundation, including platform administration, configuration, taxonomy design, survey deployment, search views, reporting, and related workflows
- Demonstrated knowledge in data governance, taxonomy management, quality control, workflow design, documentation, and reporting accuracy
- Ability to gather and analyze requirements, evaluate configuration decisions, troubleshoot issues, and translate business needs into scalable technical and process solutions
- Ability to lead and project manage complex, cross-functional initiatives, balance competing priorities, and deliver results in a collaborative, deadline-driven environment
- Excellent written, verbal, and interpersonal communication skills, including active listening and the ability to influence, advise, and build trusted relationships at all organizational levels
- Demonstrated success in training, onboarding, change management, user adoption, and continuous process improvement
- Strong strategic thinking, analytical judgment, attention to detail, and organizational skills, with the flexibility to adapt to changing deadlines, deliverables, and priorities
- Advanced proficiency in Microsoft Office, particularly Excel, Word, and PowerPoint
- Proficiency in Microsoft Power BI, including dashboard/report development
- Ability to work independently and effectively in remote or hybrid environments while maintaining alignment with leadership and stakeholders

Position Specifications

Typical Experience

- Typical years of relevant experience: a minimum of six years' progressively responsible experience in business intelligence, legal marketing or business development analytics, enterprise software administration, data management, or experience management systems, including at least two years administering or leading Litera Foundation or a comparable platform
- Typical years of cumulative experience: a minimum of seven years
- Demonstrated experience deploying and supporting software, managing data processes and workflows, leading cross-functional initiatives, and communicating effectively with technical and nontechnical stakeholders
- Prior law firm, professional services, or consulting industry experience strongly preferred

Education

- Bachelor's degree in business analytics, marketing, information systems, or related fields required

Working Conditions and Physical Demands

- Frequently move (e.g., walk) around the office
- Spend extensive time using a computer, including use of a PC keyboard and mouse or similar data input devices
- Travel may be required
- 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.