

DIRECTOR OF BUSINESS EXPANSION

Traffic Plan is seeking a dynamic and results-driven Director of Business Expansion in the traffic control industry to lead our expansion efforts, identify and capitalize on growth opportunities, and drive revenue increase across multiple channels. This individual will play a key role in identifying opportunities for business growth and expansion in the US marketplace.



ABOUT US

Traffic Plan is a full-service provider of traffic control services and equipment to utility companies, municipalities and private contractors throughout the Mid-Atlantic. With headquarters in central New Jersey, we are a woman-owned business certified by the Women's Business Enterprise National Council (WBENC).



KEY RESPONSIBILITIES

- **Business Expansion:** Lead the development and execution of strategies to expand (organic/acquisition) the company's geographic footprint, customer base, market presence, and service offerings within the traffic control industry. Ensure growth initiatives align with industry regulations and trends.
- **Market Research:** Conduct analysis to identify areas of new opportunities for expansion, targeting those utilities which are planning large infrastructure projects. Identify growing urban areas which will require infrastructure (roads, gas, electric) expansion. Monitor the competitive landscape, industry developments, and regulatory changes to identify new opportunities.
- **Strategic Planning:** Ability to develop long-term strategies and drive business growth. Develop and implement comprehensive growth strategies that align business objectives with market trends, customer demands, and industry regulations.
- **Collaboration:** Work closely with senior leadership, sales, marketing, and product teams to align business goals with operational execution.

QUALIFICATIONS

- Bachelor's degree in Business Administration, Marketing, Construction Management, Civil Engineering, or a related field. MBA or other relevant advanced degree preferred.
- Minimum of 7 years of experience in business development, strategic planning, or revenue generation roles within the traffic control, utilities, or construction industry, with a proven track record of driving growth.
- Exceptional analytical skills with the ability to interpret data and make informed decisions.
- Excellent communication and leadership skills, with the ability to influence and collaborate across departments and with external stakeholders.
- Experience in market analysis, customer segmentation, and business expansion.
- Demonstrated ability to think strategically and execute initiatives to drive business results while maintaining a commitment to accessibility and compliance.

PREFERRED SKILLS

- Previous experience in traffic control, utility, or construction environments or related industries.
- Expertise in data research and analysis.
- Experience working with clients in both the public and private traffic control, utility or construction sectors.