

**JOB DESCRIPTION**  
West Virginia Small Business Development Center  
Innovation-Technology Program Manager

**SUMMARY:**

Employee will be responsible for:

- Helping entrepreneurs and small businesses with overall business plan development and strategy.
- Helping entrepreneurs develop business strategies and mitigate risks around the commercialization of new products, services, and/or processes.
- Working with innovative businesses driven by research and being familiar with and able to connect clients to available technologies from West Virginia Universities and Colleges.
- Working with West Virginia Universities and Colleges' tech transfer offices, schools of business, existing businesses, and student inventors/entrepreneurs.
- Coaching entrepreneurs through launching new businesses and growing or diversifying mature businesses.
- Consulting on topics such as exporting, product development, raising capital, and federal contracting.
- Connecting clients to key resources for technical and financial support.
- Facilitating sessions to help entrepreneurs develop appropriate business models, business plans, financial projections, cash flow models, marketing plans, loan packaging, core processes, and customer relationships.
- Conducting market research and competitive analysis.
- Identifying and contacting small and medium-sized businesses, assessing their needs, and proposing and delivering solutions to enhance and expand their businesses.
- Keeping up to date with current entrepreneurial trends, market opportunities and skills training. Possess an understanding of the entrepreneurial mind-set and the role entrepreneurial skills play in economic development.
- Delivering various services as required associated with federal programs and awards as well as service areas largely based upon the SBA Small Business Innovative Research/Small Business Technology Transfer application process.
- Collaborating with WV Universities and Colleges, other West Virginia Development Office units, chambers of commerce, local economic development agencies and lenders.
- Building and maintaining close professional relationships with small businesses throughout West Virginia. Must be able to work collaboratively and effectively with partner organizations, including state and federal resource partners.
- Preference will be given to candidates with experience as entrepreneurs, in small start-up settings, or with experience advising new businesses through the startup process

**SPECIFIC DUTIES AND RESPONSIBILITIES:**

- Manage and promote the WV SBDC Innovation-Technology (In-Tech) Program: In-Tech is a program providing technical assistance to businesses where innovation is a catalyst for new products and services.
- Coach small businesses around SBIR/STTR concerns to stimulate technological innovation and strengthen clients' potential to meet the needs of Federal research and development opportunities. This is accomplished by: assisting the small business with sourcing potential SBIR/STTR opportunities.
- Coordinate the application process for the state's SBIR/STTR Matching Funds program.
- Help the business evaluate internal capabilities and address gaps required to meet SBIR/STTR readiness and eligibility.
- Facilitate connections between small businesses with University Research Corporations for the purpose of technology transfer.
- Develop Technology Commercialization Plans.
- Assist the small business client in reviewing the SBIR/STTR application.
- Promote the services of the West Virginia Small Business Development Center (WV SBDC).
- Identify market opportunities and assist in the development of business strategies
- Develop new services based on demonstrated client need.

- Maintain current records of client firms, proposals, project status, and timesheets using a PC-based customer relationship management system.
- Participate in meetings and events of small businesses and stakeholders in the areas served.

**REQUIRED SKILLS:**

- Demonstrated understanding of how entrepreneurship and technology commercialization serve to strengthen and grow West Virginia's economy
- Must be a highly motivated self-starter who works well in an independent setting
- Ability to communicate effectively and persuasively with multiple levels of leadership within an organization.
- Ability to analyze and solve detail oriented problems
- Ability to manage projects effectively
- Ability to travel with a valid driver's license

**REQUIREMENTS:**

- Bachelor's degree in business, marketing, or other appropriate technical field of study is required.
- Experience: Five years of full-time or equivalent part-time paid experience in business administration, product development/commercialization, industrial or labor relations, journalism or communications, demographic, economic, market or development research or planning; or in the ownership/ operation of a business enterprise.
- Substitution: A Master's degree from an accredited four-year college or university in accounting, banking, business administration, economics, finance, fine arts, journalism, management, planning, labor or industrial relations, or human resource management may substitute for one year of the required experience.
- Preference will be given to candidates with experience as entrepreneurs, in small start-up settings, or with experience advising start-up entrepreneurs and with proven credentials for developing technology commercialization plans and obtaining third-party private equity financing.

**To apply, please forward a cover letter and resume to:**

Debra Martin, State Director  
West Virginia Small Business Development Center  
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