

# Director of Business Development

Location: California (Flexible)

## ABOUT FLUENCE

Fluence, a Siemens and AES company, is the leading global energy storage technology solutions and services company that combines the agility of a fast-growing technology company with the expertise, vision, and financial backing of two industry powerhouses. Building on the pioneering work of AES Energy Storage and Siemens energy storage, Fluence's goal is to create a more sustainable future by transforming the way we power our world. The company offers proven energy storage technology solutions designed to address the diverse needs and challenges of customers in a rapidly transforming energy landscape, providing design, delivery, and integration in over 160 countries. Fluence works closely with customers as trusted advisors throughout their journey and provides advisory, financing, and project lifecycle services.

## Leading

The Business Development Director will be a part of the new Fluence Digital business unit, formed following Fluence's acquisition of San Francisco-based start-up AMS. Fluence Digital's software technology uses artificial intelligence, advanced price forecasting, portfolio optimization and market bidding to ensure energy storage and flexible generation assets are responding optimally to price signals sent by the market.

## Responsible

Fluence is defined by its unwavering commitment to safety, quality, and integrity. We take personal ownership in what we do, developing trust in our relationships with internal and external stakeholders. We firmly believe in having honest, forthcoming, and fair communications.

This BD Director will be an integral member of the Fluence Digital Commercial team, overseeing business development for the California market (CAISO). The role will provide input into Fluence Digital's market penetration, product roadmap, and operational processes with opportunities to expand focus into new markets around the world.

The core objective of the role is to advance the market positioning of Fluence Digital's SaaS business in the California electricity market, identifying and acquiring customers for the CAISO

product while providing the “voice of the customer” to inform product development activities.

Key responsibilities include:

- Oversee and advance pipeline from initial outreach to contract closing, including communicating pipeline progress to leadership and collaborating with Fluence and Siemens sales teams
- Work collaboratively with internal and outside counsel to negotiate customer contracts
- Prepare and deliver customer-ready presentations, including tailored sales engineering analysis to quantify the value Fluence Digital can add to each individual customer
- Refine the go-to-market strategy and business model, including identifying and sizing new market opportunities
- Monitor developments in the CAISO and identify implications for Fluence Digital’s product strategy, product roadmap, and operations
- Support relationships with key customers, electricity market operators, regulatory bodies, utilities and external consultants
- Track maturation of Fluence Digital’s competitive environment to inform positioning, product offering, and go-to-market strategies

## Agile

Here at Fluence, we strive to continuously improve, to be intellectually curious and be adaptive to our customers and employee’s needs. Collaboration is key, both in our partnerships with our customers, and with each other. Fluence prioritizes the most critical efforts that allow for the greatest impact.

The ideal candidate will have the following skills:

- Excellent verbal and written communication skills, including experience producing and delivering presentations to executive level audiences
- Self-starter: eager to dive into details of previously unknown or lesser known topics and ability to translate key takeaways into recommendations and actions
- Strong interpersonal and listening skills (e.g. to facilitate cross-functional collaboration)
- Efficient and creative problem-solver who is mindful of business objectives and communication styles
- Experience managing a customer or client sales pipeline is preferred
- Familiarity with CRM tools (e.g. Salesforce) is preferred
- People management experience preferred
- Energy knowledge, specifically of wholesale electricity markets preferred

And the following education and experience:

- 5+ years of experience in management or strategy consulting, software sales, or equivalent customer facing role, including 2+ years in a post-MBA role
- Track record of consistently high achievement
- BS/BA in an analytical field (e.g., Computer Science, Engineering, Mathematics, Business or related field)
- MBA degree (or similar graduate degrees) preferred

## Fun

We are always looking for employees who are excited by challenges and the opportunity to be problem-solvers. Our entrepreneurial mindset allows for creativity, sense of urgency and fulfillment. Our employees love what we do and are passionate about the way we power our world.

- The Fluence Digital team is highly motivated by developing advanced optimization strategies to transform the way we power our world. We are deeply concerned by our changing climate and excited to have the opportunity to play a part in making low-carbon projects more viable.
- The role will be based in Fluence Digital's San Francisco office (remote candidates will be considered), and will report to the VP Commercial, with close interaction with Product, Analytics, Operations, Engineering, and Data Science teams.

## GET IN TOUCH

Please send your resume and cover letter to [careers@fluenceenergy.com](mailto:careers@fluenceenergy.com)

Fluence IS AN EQUAL OPPORTUNITY EMPLOYER and fully subscribes to the principles of Equal Employment Opportunity to ensure that all applicants and employees are considered for hire, promotion, and job status without regard to race, color, religion, sex, national origin, age, disability, veteran status, sexual orientation, marital or familial status.