

Business Development Senior Specialist – Healthcare & Life Sciences

PeopleSoft Job Code / Title: 5978 / BusinessDevelopmentSrSpecialist
Facebook Title: Business Development Senior Specialist
Department / Subdepartment: Business Development
Organizational Relationship: Reports to the Business Development Senior Manager
FLSA Status: Exempt
UCM Level: 3 – Senior Specialist
Last Updated: February 4, 2025

General Summary:

The Business Development Senior Specialist – Healthcare & Life Sciences an integral part of Latham's Business Development ("BD") team. This position will be responsible for playing a key role across the full marketing and business development spectrum to support the Healthcare & Life Sciences ("HCLS") practice and industry groups globally. The Senior Specialist will work in close collaboration with the HCLS business development team, HCLS partners and leadership, BD colleagues, and verticals across the firm to support, develop, implement marketing initiatives and strategic business plans.

Essential Duties and Responsibilities:

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

1. Develop and maintain an in-depth knowledge of practice and industry expertise, clients, matter experience, trade groups, and competitors
2. Collaborate with HCLS partner leadership to develop strategic plans and drive marketing efforts that maintain and grow practice and industry market position
3. Ideate and drive the execution of cross-selling strategies and client targeting initiatives, including collaborating with relevant BD team members
4. Identify and manage thought leadership and other marketing and campaign efforts, including client alerts, webcasts, and podcasts, to increase both internal and external brand awareness
5. Routinely analyze and report on competition, market trends, internal financial information, business opportunities, and pitch activity in efforts to develop and implement internal and external business development and growth strategies
6. Collaborate with BD colleagues and partner stakeholders on pitches and proposals
7. Execute on multiple legal directory submissions across regions and stakeholders, including experience collection, drafting, editing and tracking
8. Strategy, planning and execution of events, sponsorships and speaking opportunities showcasing expertise

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9. Collaborate across verticals on PR, branding & communications, and digital marketing initiatives
10. Manage the daily needs of the HCLS lawyers across practices and regions
11. Promotes effective work practices, works as a team member, and shows respect for co-workers

Position Specifications

Education

- High school diploma or equivalent required
- Bachelor's degree or equivalent in finance, business administration, economics, marketing, or a related field preferred

Work Experience

- A minimum of four years' cumulative experience required
- A minimum of three years' related subject matter experience and related analytical experience required

Knowledge, Skills & Abilities

- Ability to handle confidential and sensitive information with the appropriate discretion
- An ability to work in a high-pressure and fast-paced environment, executing multiple work streams and managing priorities effectively
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- Exceptional verbal and written communication skills
- Well-developed analytical and research skills and the ability to comprehend and communicate data
- Strong PowerPoint, Excel, and Microsoft Office skills
- Ability to collaborate with a positive, high-energy attitude
- Ability to continue learning and continuously develop professionally
- Ability to act as a strategic adviser to the partnership and BD department
- Ability to act proactively as an expert in capital markets, as well as support practices including public company representation, mergers & acquisition, and private equity
- Professional interpersonal skills to interact effectively with people at all organizational levels of the firm
- Ability to apply understanding and judgement to recommend sound solutions

Additional Requirements

- Occasional travel may be required

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.

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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.