

ROBERT J. LANGFORD

DIRECTOR BUSINESS DEVELOPMENT



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PROFILE

Commercial and growth-focused business development executive with over 15 years' experience driving revenue growth, market expansion, and strategic partnerships across highly competitive, regulated industries. Proven track record leading national sales and corporate development functions, shaping value propositions, and converting strategy into measurable commercial outcomes. Recognised for strong executive presence, stakeholder influence, and the ability to build high-performing teams that consistently exceed growth targets.

EXECUTIVE VALUE
& SIGNATURE
ACHIEVEMENTS

- ◆ Led national business development and corporate sales functions delivering sustained year-on-year revenue growth across enterprise and mid-market portfolios.
- ◆ Defined and executed business development strategies that increased premium profitability and improved long-term client retention.
- ◆ Played a senior leadership role in a large-scale corporate merger, supporting integration of sales, operational systems, and value propositions.
- ◆ Built and led high-performing, multi-disciplinary teams across sales, account management, and bid management functions.
- ◆ Strengthened broker and direct-to-market channels through disciplined value-based selling, strategic partnerships, and improved go-to-market execution.
- ◆ Championed CRM and sales process transformation initiatives, improving pipeline visibility, forecasting accuracy, and sales effectiveness.

CORE EXECUTIVE
CAPABILITIES

- ◆ Business Development Strategy and Execution
- ◆ Revenue Growth and Market Expansion
- ◆ Corporate & Enterprise Sales Leadership
- ◆ Strategic Partnerships and Broker Networks
- ◆ Value Proposition Design
- ◆ Executive Stakeholder Engagement
- ◆ Commercial Negotiation & Contracting
- ◆ Sales Operations and CRM Transformation
- ◆ Team Leadership and Capability Development
- ◆ Governance, Risk and Compliance

CAREER SNAPSHOT

Leading National Health & Services Organisations

- ◆ Director, Business Development
- ◆ Commercial Manager – Corporate Health
- ◆ Head of Corporate Sales Operations & Bids
- ◆ Customer Service & Sales Leader (Telecommunications Sector)

PROFESSIONAL EXPERIENCE

DIRECTOR BUSINESS DEVELOPMENT

June 2022 – Current

National Health Services Organisation | Sydney, NSW

Accountable for the end-to-end business development strategy, overseeing corporate sales, broker partnerships, and strategic growth initiatives across national markets.

Key Impact & Achievements

- ◆ Defined and delivered a multi-year business development strategy aligned to organisational growth objectives and profitability targets.
- ◆ Led acquisition of major corporate and enterprise clients through direct and brokered channels, strengthening market presence and brand credibility.
- ◆ Oversaw successful launch and handover of new corporate clients into account management teams, ensuring strong onboarding and long-term retention.
- ◆ Partnered with executive leadership to refine value propositions and pricing strategies in response to competitive and regulatory change.
- ◆ Built a disciplined, metrics-driven sales culture supported by improved reporting, forecasting, and pipeline governance.

COMMERCIAL MANAGER – CORPORATE HEALTH

May 2020 – June 2022

National Health Services Organisation

Led the corporate health account management and sales enablement functions, with accountability for revenue performance, client satisfaction, and team leadership.

Key Impact & Achievements

- ◆ Delivered consistent growth across a diversified corporate client portfolio while maintaining high customer satisfaction scores.
- ◆ Developed and executed targeted acquisition campaigns, workplace engagement initiatives, and event-based marketing strategies.
- ◆ Improved premium profitability through disciplined contract management, pricing review, and client segmentation strategies.
- ◆ Coached and developed team leaders and senior account managers, strengthening bench strength and succession capability.

HEAD OF CORPORATE SALES & BID MANAGEMENT

August 2018 – May 2020

National Health Services Organisation

Responsible for sales operations, tendering, and bid management supporting national business development and account management teams.

Key Impact & Achievements

- ◆ Led complex corporate tenders and proposals, improving win rates through clearer value articulation and stronger governance.
- ◆ Implemented CRM and sales process improvements, enhancing data quality, pipeline visibility, and executive reporting.
- ◆ Supported major organisational change initiatives, including system transitions and post-merger integration activities.

EARLIER CAREER

SALES & CUSTOMER OPERATIONS LEADERSHIP

Telecommunications & Services Sector

Progressed through senior sales and customer service leadership roles, managing large teams and regional portfolios across business and consumer markets.

Key Contributions

- ♦ Delivered revenue growth across fixed, mobile, and data solutions for SME and corporate clients.
- ♦ Led geographically dispersed teams, embedding consistent performance standards and customer-focused service delivery.
- ♦ Developed state-wide sales strategies in collaboration with regional leadership teams.

GOVERNANCE, SCALE
& COMMERCIAL
SCOPE

- ♦ National revenue & growth accountability
- ♦ Enterprise and multi-market client portfolios
- ♦ Executive and board-level reporting
- ♦ Stakeholder and partner channel governance
- ♦ CRM and sales performance transformation

QUALIFICATIONS &
PROFESSIONAL
DEVELOPMENT

- ♦ Diploma of Business (Sales & Marketing)
- ♦ Advanced Negotiation & Value-Based Selling Programs
- ♦ Leadership & People Management Development

REFERENCES

Available on request