



Job Posting #:	01FB02182026	Posting Type:	External
Job Title:	Client Engagement Manager	Grade/Classification:	108
Department:	Business Development and Sales	Location:	Fredericksburg, VA/Hybrid

Job Description

OVERVIEW

The Client Engagement Manager, an enterprise-level sales leader, is responsible for driving year-over-year growth for BrilliT by building strong relationships, generating a high-quality sales pipeline, and closing deals across multiple utility segments.

This role is designed for a high-output, motivated “go-getter” who combines strong sales discipline with a relational, friendly approach. The ideal candidate is aggressive in execution—persistent, responsive, and driven by results—while maintaining professionalism and trust required in the utility and critical infrastructure environment.

This role will pursue various types of utilities and utility-adjacent organizations, not limited to electric cooperatives (co-ops), municipal utilities (munis), investor-owned utilities (iOUS), broadband providers, water and wastewater utilities, and other critical infrastructure entities, helping them adopt BrilliT’s cybersecurity, data analytics, and information technology services. Win rate and deal conversion are top priorities, and this position will be measured by pipeline performance, close rates, revenue attainment, and long-term client relationship growth.

ROLE AND RESPONSIBILITIES Client Acquisition and Pipeline Development:

- Proactively develop and maintain a strong pipeline of qualified opportunities aligned to BrilliT’s annual revenue targets.
- Identify and pursue new clients across utilities and critical infrastructure markets through outbound prospecting, industry networks, conferences, referrals, and partner channels.
- Conduct high-quality discovery meetings to understand client pain points, urgency, funding/budget, and decision-making timelines.
- Maintain disciplined follow-up and next-step execution to keep opportunities moving forward.
- Build, track, and manage opportunities across pipeline stages (lead, qualified, proposal, negotiation, closed).

Consultative Sales Execution and Deal Closing:

- Lead and manage the end-to-end sales cycle including outreach, qualification, solution shaping, pricing coordination, proposal delivery, and contract close.
- Drive win-rate performance by actively managing deal strategy, stakeholder engagement, objection handling, and close plans.
- Collaborate with technical delivery teams to translate client needs into well-scoped proposals and Statements of Work (SOWs).
- Communicate BrilliT’s value proposition clearly with utility executives (CEO, COO, CIO, CISO, CFO), ensuring confidence and credibility.
- Support contracting steps to ensure timely close, launch, and onboarding.

Relationship Management and Account Growth:

- Build and maintain strong, long-term client relationships rooted in trust, responsiveness, and service excellence.
- Identify expansion opportunities within existing accounts (cross-sell and upsell across cybersecurity, data analytics, and IT services).
- Coordinate recurring client check-ins and executive updates to strengthen satisfaction, retention, and growth.

- Serve as a connector between BrilliT delivery teams and customers to ensure excellent communication and continued momentum.

Growth Strategy and Market Presence:

- Represent BrilliT professionally at conferences, utility meetings, and industry events to generate leads and strengthen credibility.
- Support development of client-facing materials including one-pagers, capability decks, case studies, and conference follow-up campaigns.
- Track and report competitive insights, market trends, and customer feedback to strengthen BrilliT offerings and positioning.

Sales Reporting and KPI Management:

- Maintain accurate CRM pipeline tracking, forecasting, and reporting discipline.
- Monitor and report on pipeline and revenue KPIs including pipeline created, pipeline qualified, proposals issued, deals closed, average deal size, and win rate.
- Recommend adjustments to outreach strategies and messaging based on conversion performance and market response.

OTHER DUTIES AND RESPONSIBILITIES

- Support planning and coordination of strategic outreach campaigns (email sequences, call campaigns, targeted account outreach).
- Assist with building and refining BrilliT's sales process, templates, sales scripts, and proposal standards to improve win rate and sales velocity.
- Coordinate internal handoffs from sales to delivery to ensure strong client experience and clear expectations at kickoff.
- Stay current on cybersecurity trends, utility operational priorities, and industry requirements to maintain market credibility and relevance.

QUALIFICATIONS AND EDUCATION REQUIREMENTS

A bachelor's degree or equivalent experience in business, communications, marketing, cybersecurity, IT, engineering, or a related discipline is required. Candidates should have at least five years of progressive experience in business development, client engagement, account executive roles, or consultative selling—preferably in utilities, critical infrastructure, IT services, cybersecurity services, or data analytics. Utility experience is strongly preferred.

The ideal candidate should demonstrate strong interpersonal and relationship-building skills, with the ability to engage executive decision-makers and develop trusted client partnerships. This individual must be highly motivated and results-driven, with a strong commitment to building pipeline and closing deals. The candidate should be naturally persistent and proactive—comfortable with outreach, follow-up, and controlling the next steps in a deal—while maintaining a friendly, professional approach that avoids the “annoying vendor” persona.

Candidates must possess strong sales fundamentals including prospecting, qualification, pipeline management, solution positioning, proposal coordination, and closing discipline. Strong written communication is required for executive-level emails, proposal language, and deal documentation. The role requires organization and accountability, including consistent CRM updates and forecasting rigor.

Must demonstrate strong executive presence and confidently engages senior utility leaders, including CEOs, CIOs, CISOs, and CFOs, with credibility. Apply a consultative selling approach to uncover key business drivers, funding sources, risk exposure, and decision timelines. With disciplined persistence, they effectively manage and influence next steps to advance opportunities. Communicate complex cybersecurity, data analytics, and IT solutions in clear, outcome-focused language, while building long-term, trust-based relationships that drive customer retention and account expansion.

Must have a solid working knowledge of managed cybersecurity services, including MDR, vulnerability management, OT security, along with IT managed services and data analytics solutions. Be familiar with utility operational environments and the unique considerations of critical infrastructure. Highly proficient in CRM systems, maintain strong forecasting accuracy and disciplined pipeline reporting. Collaborate effectively with technical teams to scope solutions and support the development of proposals and

statements of work. Additionally, stay current on trends in cybersecurity, data analytics, and information technology, as well as evolving priorities within the utility industry.

Must consistently maintain a minimum of 3x annual revenue target pipeline coverage and achieves a sustained win rate of 25–35% on qualified opportunities. Ensure opportunities advance, close, or formally exit the pipeline within 90 days unless otherwise approved by leadership, while keeping the CRM accurately updated with stage progression, next steps, probability, and projected close dates. Effectively manage multiple concurrent opportunities across various stages without sacrificing follow-through and demonstrate strong accountability for quarterly revenue attainment and pipeline creation goals. Additionally, coordinate seamless internal handoffs from sales to delivery to protect both the client experience and revenue realization, and maintain full operational readiness, including availability during major storm or emergency response events as required.

Preferred experience includes selling or supporting managed services such as cybersecurity (MDR, vulnerability management, incident preparedness, OT security), IT managed services, and analytics solutions. Familiarity with utilities, cooperative governance environments, procurement practices, and conference-based relationship selling is highly desirable.

This position is hybrid or remote with required travel for client meetings, conferences, and relationship-building activities. Candidates must have reliable broadband internet service to support remote work. The role requires periodic overnight travel and the ability to represent BrilliT with professionalism in executive settings. The candidate is expected to maintain professional knowledge and growth by attending industry events and learning opportunities annually.

As BrilliT is a wholly owned subsidiary of REC and supports REC's IT needs, the candidate is also expected to be fully available during major storm or emergency outages, participating in coordinated "all-hands" response operations and reporting to locations determined by leadership to support system restoration for the electric cooperative.

HOW TO APPLY

Applicants: Use our <https://brillit.co/careers> to apply for the opportunity. Please indicate the Job Posting ID #01FB02182026

Deadline: Open Until Filled

*The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not intended to be construed as a complete list of all responsibilities, duties, and skills required of personnel so classified.