

## **Associate Director - Executive Education Business Development HKU Europe (Barcelona)**

### **Introduction**

HKU Europe is committed to delivering academically rigorous and industry-relevant education that bridges European and Asian perspectives. We are seeking an **Associate Director – Business Development** to support the growth and positioning of HKU Europe's **Executive Education** portfolio and institutional initiatives in Barcelona and across Europe and beyond.

The successful candidate will contribute to the expansion of HKU Europe's corporate ecosystem, business development activities, and strategic partnerships, while fostering long-term relationships with corporate, institutional, and entrepreneurial stakeholders across multicultural environments.

### **Key Responsibilities**

- Develop and maintain strategic relationships with Chinese and European enterprises, business schools and organisations operating in the Europe, Africa and/or Latin America regions.
- Identify, develop, and lead open and custom executive education and development opportunities including branding, lead generation, outreach, negotiation, deal closure and other related activities
- Leverage existing participant recruitment, business development, and corporate engagement channels to driver programme growth and outreach activities.
- Build long-term relationships with channel partners, corporate partners and key accounts, aligning organisational needs with HKU Europe's educational offerings.
- Lead the preparation of proposals, presentations, reports, and strategic partnership materials.
- Collaborate closely with academic, industry partners, and operational teams across Europe, Hong Kong, and mainland China to identify market opportunities and ensure alignment of strategic priorities.
- Monitor market trends, competitor activities, and emerging opportunities relevant to China-Europe/International business collaboration.
- Represent HKU Europe in external meetings, conferences, institutional engagements.

### **Requirements**

- Bachelor's degree required; Master's degree including MBA and EMBA preferred, combined with relevant experience in business development, corporate partnerships, client relations, or stakeholder engagement.
- Demonstrated experience working with Chinese and European enterprises and business communities in Europe, ideally with existing corporate networks, recruitment channels, or key account management experience.
- Experience in executive/higher education, consulting, international business, corporate services, or institutional partnership would be an advantage as also experience in a reputable business school.
- Strong commercial awareness, networking, communication, negotiation, and relationship-building skills, with the ability to engage effectively with senior corporate stakeholders in multicultural environments.
- Proficiency in using artificial intelligence technologies and tools to accelerate and scale up lead generation, pipeline development, content generation, and related activities.
- Excellent organisational, project management, presentation, and problem-solving skills, with the ability to manage multiple priorities independently while collaborating effectively with international teams.
- Excellent command of written and spoken English, Chinese and Spanish is essential. Proficiency of additional European languages would be considered an advantage.

### **What we offer**

- Opportunity to join HKU's European campus during its foundational stage.
- Dynamic international and multicultural working environment.
- Exposure to Executive Education initiatives across Europe and Asia.
- Long-term career development opportunities within a growing international institution.
- A highly competitive salary commensurate with qualifications and experience.

### **How to apply**

Please send your updated CV by email to [ssoens@hku.hk](mailto:ssoens@hku.hk) with the subject line: Associate Director – Executive Education Business Development – LinkedIn – Your Name. Applications will be reviewed on a rolling basis until the position is filled. HKU Europe is committed to fostering an inclusive, diverse, and respectful working environment and welcomes applications from candidates of all backgrounds.