

Designation: Vice President – Sales

Years of Experience: Minimum 15 years' relevant experience within an IT Software company

Education: BE/B.Tech with MBA in Marketing preferably from a reputed institute.

Required Skills:

- He/she must have proven experience in operating as part of executive leadership.
- He/she needs to have a proven track record of running a sales and marketing operation in a growing/dynamic market
- Must be proficient to create new business opportunities. A proven track record of building, leading and motivating a sales team.

Job Description:

Identifying market to enhance or create a new - line of business:

- Identify opportunities and risks for delivering the company's services, including identification of competitive services, opportunities for innovation, and assessment of marketplace obstacles and technical hurdles to the business success.
- Identify technology trends and evolving social behavior that may support or impede the success of the business.
- Evaluate and identify appropriate new technology platforms to enhance or create the potential market for delivering the company's services.
- Develop a full grasp of the company's strategic initiatives, services to facilitate understanding of the role of sales and marketing in meeting global strategic goals.

Develop the overall marketing and sales strategy:

- Achieving targeted sales and profitability levels in existing international and domestic markets. Successfully penetrating and meeting sales growth and profit goals in targeted new markets.
- Frequently discuss strategic issues affecting the organization's sales and marketing activities, status on development of new markets, and issues requiring senior executive level attention.
- Build and expand the present capabilities of the sales and marketing functions to the levels needed to achieve global intended growth and profitability targets.
- Provide the necessary oversight to ensure that this overall strategic blueprint gets translated into concrete tactical action plans by all reporting departments.
- Ensure that the company engages in needed market research and market intelligence activities to identify and understand: Customer needs and preferences in existing and new markets.
- Activities of competitors and needed responses. Potential opportunities to increase efficiency, or add value to customers by utilizing new methods available in the market or competitor's place.

Ensure that global marketing strategies and plans:

- Create /enhance global brand awareness.
- Price services at levels that provide sufficient revenue to meet profit goals. Provide the needed promotions - optimize use of available marketing methods.
- Optimize opportunities to engage in cross-selling with both internal and external partners.
- Act as a key spokesperson for the organization and have frequent contact with executive-level representatives from customers, strategic business partners, industry associations.

Driving Sales:

- Develop and communicate a clear vision of global growth and profitability strategy that can be translated into concrete action plans by leaders in the sales and marketing functions.
- Establishing targets and objectives, equip your team with an engaging sales strategy to maximize revenue.
- Ensure sales and marketing force has and uses the needed competencies, knowledge and skills to achieve both current sales targets and intended market growth.

- Develops and implements strategies to provide needed learning and development activities to fill any gaps in existing capabilities.
- Identify and negotiate needed partnership arrangements with other leading players in the market.
- Effectively oversee day-to-day operations and ensure that performance is on track to achieve profit and growth objectives.
- Identify gaps in performance and implement needed corrective actions to get back on track.