



CARTESIAN
The Precision Practice

Role: Manager - Business Development

Role Location: Bangalore

Role Purpose:

Generate business for Cartesian Consulting in Bangalore and surrounding cities in South India.

Requirement:

- S/he should be able to generate contacts and initial meetings with the key marketing people such as CMO/Marketing Directors in companies in the following industries – Retail, Hospitality, Airline, QSR, E-commerce, Financial Services, Travel.
- Demonstrated successes of securing new business in the B2B Marketing Services space.
- Working closely with the Consultants and the Delivery Team, the incumbent should be able to convert leads into signed up clients by taking the lead in POCs, Case studies etc.
- Numerate and familiar with the domains of Data Analytics and Decision Sciences. Need not be a practitioner or an expert but displaying a developed understanding of their business benefits.
- Confident communicator and comfortable presenting to groups and senior industry leaders.

Key Responsibilities:

- Responsible for generating business in Bangalore and South India
- Responsible for setting up initial meetings with relevant leaders and decision makers at prospect companies with credentials and case studies
- Responsible for hand holding client delivery for first 3 months – till the Delivery teams take over the relationship management
- Travel in India for the purpose of business development
- Attend relevant conferences for business development
- Seek out marketing opportunities for Cartesian that will help it grow its presence in India

Desired Behaviour:

- Passionate about selling
- Passionate about new technologies
- Confident speaker and presenter

Education and Experience:

- Post-Graduation or BE / B Tech
- Minimum 3-4 years of experience in a business development / client delivery role, in in a Marketing Analytics/ Decision Sciences or B2B Marketing Services function or organization.
- Prior experience in areas of Marketing Analytics/Loyalty Management/ Lifecycle Management/ Segmentation and/or Campaign Management will be an advantage.