

	<b>Job Description</b>		<b>Format No:HR_F_160</b> <b>Version: 2.0</b> <b>Date: 23-Jul-21</b>
<b>Senior Business Development Manager Defence and Aerospace - JD (DJD2024017)</b>			
<b>Roles</b>	Business Development , Sales and Marketing of Defence and Aerospace Products		
<b>Responsibilities</b>	<ol style="list-style-type: none"> <li>1. <b>Business Development:</b> Identify and develop new business opportunities within the MOD, MHA, and related Commands, focusing on the promotion and integration of Optronics, Defence, Aerospace solutions.</li> <li>2. <b>Market Analysis:</b> Conduct in-depth analysis of defense sector trends, needs, and opportunities related to optronics Defence, Aerospace solutions . Use insights to guide product development and marketing strategies.</li> <li>3. <b>Relationship Management:</b> Leverage existing military and defense sector relationships to establish and maintain strong connections with key stakeholders within MOD, MHA, and Operational Commands of Indian Army,Navy and Airforce. Should be actively involved with industry bodies (SIDM, FICCI, ASSOCHAM ETC.,)</li> <li>4. <b>Strategic Planning:</b> Develop and implement comprehensive marketing strategies aimed at positioning the company’s optronics products as leading solutions within the defense sector.</li> <li>5.<b>Proposal Development:</b> Lead the development of proposals and presentations to MOD, MHA, and Commands, ensuring alignment with customer needs and requirements.</li> <li>6.<b>Cross-functional Collaboration:</b> Work closely with product development, sales, and engineering teams to ensure alignment of marketing strategies with product capabilities and customer needs.</li> <li>7.<b>Compliance and Standards:</b> Ensure all marketing activities comply with defense sector regulations, standards, and procurement processes.</li> <li>8. <b>Team management and Reporting:</b> Regularly Guide and support team on marketing activities,and report to</li> </ol>		
<b>Category</b>		<b>Description</b>	
<b>Qualifications</b>	BE / Btech, MBA or Equivalent		
<b>Experience</b>	10-25 Years of experience Seeking a highly experienced Defense Business Development Manager preferably with a background in the armed forces, to drive business opportunities within the Ministry of Defence (MOD), MHA, various Commands, and other related defense entities. The ideal candidate will have extensive experience in the field of Optronics, Defence, Aerospace with a proven track record of developing and executing marketing strategies that align with defense sector requirements.		
<b>Technical &amp; Process Capabilities</b>	Strong background and expertise in optronics, with a deep understanding of the technological and operational needs of modern defense forces. In-depth knowledge of MOD, MHA, Command structuresand DRDO ,Defence procurement processes. Familiarity with the latest trends and advancements in Optronics, Defence, Aerospace ,Naval Systems, Land electronics solutions technologies Tender Bid documentation, technical & commercial proposal. Competetion analysis, Stake holder communication, use case/application analysis		
<b>Behavioural Capabilities</b>	Exemplary interpersonal, communication and negotiation skills Excellent team- and relationship-building abilities, with both internal and external parties (customers , business stakeholders, partners, etc.) Natural tendency to be positive, creative and inquisitive to extract competition, buying power and budget Team player who enjoys collaborating with others and has Commercial Accumen Genuine empathy toward customers and commitment to diving into working on their challenges. Go-getter, result oriented		
<b>Values</b>	Accountable & Responsible, Ethics & Integrity, Knowledge, Collaboration, Caring, Agility, Empowerment with Accountability and Sustainability		
<b>Preferred Experience, Knowledge &amp; Attributes</b>	Service background Experience in scaling up business with Mod and Tier 1		
<b>Location</b>	<b>Delhi</b>		