

# Payload Sales & Marketing Manager – Drone Payloads & Sensors (DJD202602)

## Description

Drive sales and business development for drone payloads, sensors, surveillance systems, and mission equipment by acquiring new customers, managing the complete sales cycle, and expanding business across defence, homeland security, industrial, and commercial markets.

## Qualifications

- Bachelor's Degree in Engineering (Electronics, Mechanical, Aerospace, Instrumentation), Business Administration, Marketing, or related field.
- MBA in Sales, Marketing, Business Development, or Agri-Business preferred.

## Experience

- 5–10 years of experience in B2B/Enterprise Sales, Technical Sales, Business Development, or Product Marketing.
- Experience in Defence, Aerospace, Electro-Optics, Robotics, Industrial Automation, or UAV industry preferred.

## Responsibilities

1. Identify and acquire new customers for drone payloads across Defence, Homeland Security, Police, Agriculture, Survey, Mining, Infrastructure, Utilities, and Industrial sectors.
2. Develop and execute annual sales and business development strategies to achieve revenue and market expansion targets.
3. Generate qualified leads through industry networking, exhibitions, digital campaigns, channel partners, and direct customer engagement.
4. Manage the complete sales cycle from lead generation, product demonstrations, proposal preparation, technical discussions, negotiations, and contract closure.
5. Build long-term relationships with Defence organizations, Government departments, OEMs, System Integrators, Drone Manufacturers, and Enterprise customers.
6. Coordinate with engineering and product teams to recommend the most suitable payload configuration based on customer mission requirements.
7. Promote EO/IR cameras, Thermal Cameras, LiDAR Systems, Multispectral Cameras, Hyperspectral Sensors, Mapping Cameras, Surveillance Payloads, Agriculture Payloads, Cargo Release Systems, and customized payload solutions.
8. Participate in defence exhibitions, drone expos, Aero India, DefExpo, GIS conferences, and industry events to generate business opportunities.
9. Develop channel partners, distributors, and strategic alliances across India and international markets.
10. Prepare technical-commercial proposals, presentations, tenders, and bid documents.

## Preferred Experience, Knowledge & Attributes

- Experience in selling EO/IR payloads, thermal imaging systems, LiDAR, mapping solutions, ISR systems, or defence electronics.
- Exposure to Government procurement, GeM, Defence tenders, PSU procurement, and EPC projects.
- Existing relationships with Defence, DRDO, Armed Forces, CAPFs, Police, Survey organizations, Agriculture departments, or Infrastructure companies.
- Experience working with UAV OEMs, payload manufacturers, or system integrators.

## Technical & Process Capabilities

- Strong understanding of UAV payload technologies.
- Knowledge of payload integration with Fixed Wing, Multirotor, VTOL, Tactical UAVs, and Loitering Systems.
- Ability to understand mission requirements and recommend suitable payload configurations.
- Familiarity with RF communication systems, telemetry, GNSS/GPS, data links, and onboard power systems.
- Knowledge of GIS, Mapping, Surveying, Photogrammetry, and Remote Sensing applications.
- Understanding of DGCA regulations, Defence procurement procedures, and UAV certification requirements.
- Experience with CRM tools, Microsoft Office, and proposal management.

## Behavioural Capabilities

- Excellent communication, presentation, and negotiation skills.
- Strong customer relationship management capabilities.
- Self-driven, target-oriented, and capable of managing multiple opportunities simultaneously.
- Strategic thinker with strong business development skills.
- High level of ownership and accountability.
- Ability to understand customer missions and translate technical solutions into business value.
- Excellent interpersonal and networking skills.
- Willingness to travel extensively across India and internationally.