

Role Overview:

The **Business Development Lead** will be responsible for leading and driving business growth across the assigned state. This role entails full accountability for business development, client relationship management, and revenue generation at the state level. It is a high-impact role requiring a deep understanding of the **education sector, government policies, and market trends**.

Key Responsibilities:

- **State-wide Business Leadership:** Drive overall business growth and market expansion for the assigned state.
- **Revenue & Target Achievement:** Develop and implement strategies to achieve billing and order booking targets.
- **Government & Policy Engagement:** Monitor government schemes, policies, and budgets relevant to the education and training sector to identify potential business avenues.
- **Client Relationship Management:** Build and maintain strong relationships with **key government officials, policymakers, and corporate stakeholders**.
- **Project Implementation Oversight:** Support and review the execution and monitoring of ongoing projects in the state.
- **Reporting & Analysis:** Provide detailed business reports, market insights, and strategic recommendations to the central leadership team.
- **Representation & Thought Leadership:** Represent the company at industry events, conferences, and high-level government and business meetings.

Key Skills & Competencies:

- **Leadership & Decision-Making:** Ability to operate at a **state leadership level** with strong decision-making capabilities.
- **Networking & Relationship Building:** Strong ability to establish and maintain high-value relationships with **government officials, education bodies, and key stakeholders**.
- **Presentation & Communication:** Excellent **public speaking, proposal drafting, and presentation skills**.
- **Sector Expertise:** Deep understanding of the **education, training, and IT sectors**, along with government procurement processes.
- **Travel Flexibility:** Willingness to travel extensively across the state, sometimes on short notice.

Qualification & Experience:

- **Education:** Postgraduate preferred (MBA or equivalent is a plus).
- **Experience:** 6-12 years in **business development or sales**.
- **Sector Experience:** Prior experience in the **education sector, government projects, or IT solutions** is preferred.

Please share your resume at: Anjali@pmspl.net.in