

Business Development Head for a innovative startup

About VENTiT

VENTiT's product is an innovative product which was born out of need for providing effective ventilation solution to clients in packaging industries. The VENTiT concept can be utilized in any product that requires breathing in its packaging such as hot food, pizza boxes, garlic breads, pasta boxes and more at an affordable price. This concept has been patented across the globe with a validity of more than 10 years and has also been the winner of India Star, Asia Star and World Star packaging awards for its wonderful invention. The company is a key supplier to a Fortune 500 companies. Entrepreneurs are having rich experience of more than 35 years across corrugated box manufacturing and digital printing business in India

Job Description

The company is looking for an experienced Business Development head who can builds market position by locating, developing, defining, negotiating, and closing business relationships for the company to drive its revenue. Reporting directly to the Company's board, the ideal candidate will combine startup creativity, resourcefulness and speed with a proven track record of execution in the food &/or packaging industry. This is an exceptional opportunity to work with a dynamic team in a fast paced environment and gain exposure.

Job Functions, Duties & Responsibilities:

- **Initial delivery**
 - Channel Partner Business Development
 - Manage and optimize a multi-country channel partnership development to maximize channel partner sales growth
 - Identify, qualify and negotiate with the prospects across the world
 - Make first calls to prospective channel partner's to check whether they have received the Channel partner kit
 - Ability to effectively take the prospects from application stage to successfully execute channel partner agreement
 - Guide the prospect through diligence processes
 - Assist the prospects to understand the channel partnership agreement and manage legal hurdle of commercial nature
 - Assist in all operational aspects of on-boarding the new channel partner
 - Direct Clients Development
 - Identify and negotiate with the direct clients across the world
- **Marketing :**
 - Internet
 - Focus mainly on building brands, making advertising more effective, and perhaps market research
 - Internet-based public relations and maximizing the effort through social media
 - Sending mailers and conducting webinars for the professional communities
 - Regularly update websites where we advertise and manage press development/PR campaigns
 - Exhibition
 - Representing the business at conferences, trade fairs and networking events
 - Maximizing new business development opportunities
 - Visits
 - Visiting the channel partner prospects/direct clients and thereby negotiating and closing the deal with him
 - Others
 - Oversee content, production and distribution of all marketing and publicity materials (posters, program, flyers, mail outs, brochures etc) with director, designer and project manager
- **Overall**
 - Create and implement successful, targeted sales strategies
 - Oversees the operations of organization
 - Develops and monitors strategies for ensuring the long-term financial viability of the organization
 - Serves as the primary spokesperson and representative for the organization
 - Oversees design, delivery, and quality of Channel partner programs and services
 - Collects and analyzes evaluation information that measures the success of the organization's program efforts; refines or changes programs in response to that information

Candidate Requirements:

- 7-10+ years experience in the Food, packaging or has handled Channel partner model for any industry
- Handled B2B clients and has some experience of dealing with clients across the world
- Strong understanding of existing and emergent social marketing technologies

- Experienced digital marketer/strategist; will be added advantage
- Technology savvy & comfortable/ aware of variable latest methods of communication/delivery
- Commercially strong
- Bachelor's degree from a leading university required; MBA preferred
- Comfortable in fast-paced, high-growth start-up environment
- Exceptionally comfortable with ambiguity and decision-making in the absence of perfect information
- Ability to work collaboratively and multi task various activities at different levels
- Strong communication skills, able to work as a team player as well as independently and under pressure
- Possess a strong network of senior industry contacts/vendors preferred