



About IIMB	The Indian Institute of Management Bangalore (IIMB) is a leading graduate school of management in Asia. Under the IIM Act of 2017, IIMB is an Institute of National Importance.
Industry/Service	Higher Education
Job Purpose	The Executive Education plays a crucial role in promoting executive education programs designed for working executives and senior professionals. This position involves a combination of sales, marketing, relationship management, and strategic planning.
Principal Accountabilities & Responsibilities	<p>Market Research and Analysis: Conduct market research to identify trends, opportunities, and competitive landscape in executive education; Analyze customer feedback and industry developments to refine program offerings. Have a thorough understanding of various Exec Ed program offerings from IIMB and other reputed B-Schools.</p> <p>Strategic Planning: Develop and implement strategies to achieve revenue and enrollment targets for executive education programs; Collaborate with open and custom sales teams to provide inputs on programs that meet the needs of customers.</p> <p>Client Relationship Management: Build and maintain relationships with corporate clients and key stakeholders, including HR /LnD teams; Understand client needs and explore program offerings that will meet organizational objectives.</p> <p>Business Development Initiatives: Identify and pursue new business opportunities including partnerships with corporates, associations, and institutions; Develop proposals and deliver presentations to prospective clients highlighting the value and benefits of programs. Plan outreach and make in-person visits to prospective customers in Bengaluru and other parts of India.</p> <p>Sales and Marketing: Cross-sell Exec Ed programs and keep the sales team of open and custom informed about hot leads for effective follow up. Create Exec Ed marketing collaterals for corporates, associations and institutions.</p> <p>Networking and Events: Attend industry conferences, seminars, and networking events to promote IIMB's executive education offerings; Engage with alumni and industry leaders to foster community relationships and enhance program visibility.</p> <p>Performance Tracking and Reporting: Monitor and report sales performance and program enrollment metrics; Develop insights and recommendations based on performance data to improve outreach and program offerings. This must be done in consultation with the open and custom teams.</p> <ul style="list-style-type: none">• Collaboration with Internal Teams: Work closely with open and custom teams, digital marketing team, faculty program directors, the Chief Programme Officer to evolve effective messaging to stakeholders and ensure alignment of activities to goals;



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Date: 10 December 2024

	Collaborate with vendors to ensure program content and marketing collaterals are of international standard.
Other Skill and Ability Requirements	<ul style="list-style-type: none">• Strong communication, negotiation, and interpersonal skills.• Ability to understand client needs and market trends.• Willingness to fix up meetings with B2B prospects, and plan travel for in-person meetings• Organized and meticulous in generating and maintaining reports and MIS.• Self-motivated and results oriented.• Passionate about education and lifelong learning.
Qualification and Personal Profile	<ul style="list-style-type: none">• The candidate should be a Postgraduate or MBA.• At least 10+ years' experience in business development, sales, or marketing in executive education or a related field.• Proven track record of achieving sales targets and developing client relationships.

Interested candidates may fill the application using the link: [here](#)

The closing date for applications is 25th December 2024. Only shortlisted candidates will be intimated. It is mandatory to fill in all the fields in the application and relevant supporting documents are to be uploaded. Incomplete applications will not be considered.