



## L-INCUBATOR

### INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

NOIDA Campus @B1, Institutional Area, Sector 62,

NOIDA- 201307



#### CALL FOR APPLICATIONS

**L- Incubator will offer contractual appointments initially for 2 years and can offer regular appointment after 2 years.**

### **Assistant Vice President – Business Development & Marketing**

*Compensation: Consolidated Rs. 50,000/ per month & provision of equity in the incubated startups as per L-Incubator's policy.*

The AVP- BD & Mkt. will be the key member of the incubator executive team, who will manage business development and marketing activities of incubator and commercialization portfolio management of the incubated startups.

#### ***Qualification:***

- Masters in Social Sciences/ Management / or Bachelor of Technology/ Engineering, minimum 5 years experience in Business development & marketing.
- Fluent in spoken and written English.
- Age below 40 years

#### ***Potential Job Profile:***

- Responsible for the overall management of all Business development & Marketing activities of L-incubator.
- Provide market feedback and strategic support to the incubated company leadership regarding competitive offerings, Business modeling, prospect alliances and product commercialization etc.
- Take ownership of the portfolio management of the sales and marketing functions for the incubated startups / businesses.
- Design and mobilize a network of Mentors, SMEs (Subject Matter Experts) and Strategic partners for helping the incubated startups in growth hacking.
- Drive & support increased revenue and profit to achieve the incubated startup's ambitious growth plan.
- Design, drive and support the brand development and corporate positioning activities for incubated startups and strong media presence.

- Working to stringent targets, the jobholder will be required to adopt a professional and knowledgeable approach to manage the sales and marketing portfolio of incubated startups.
- Experience in working with senior management and startup founders to align sales strategies and solutions.
- Must have experience of working in a corporate/business focused environment and having exposure to AI, IoT, Data Analytics and other emerging technologies.
- Excellent communication & negotiation skills, proven track record of successfully pitching for sales acquisition / new business.
- Proven track record of increasing revenue through generation of leads.

Last date for application is July 22, 2017. Please send your applications at: [incubator\\_hr@iiml.ac.in](mailto:incubator_hr@iiml.ac.in)