

Job Description – Business Development Manager

IITB COMET FOUNDATION (A Section 8 Company)

Role Overview

The Business Development Manager will be responsible for driving **industry engagement, business development, and brand visibility** of the Foundation. The role requires a combination of strategic marketing, hands-on sales execution, and ecosystem engagement to expand the impact of the Foundation's research, development and technology initiatives.

Key Responsibilities

- Develop and execute **marketing and sales strategies/policies** to enhance visibility, generate revenue, and expand industry partnerships.
- Identify and pursue **CFPs, collaborations, and business opportunities** with telecom service providers, equipment OEMs, ISPs, PSUs, and government ministries.
- Build and maintain strong **relationships with industry stakeholders**, including corporate partners, start-ups, and ecosystem players.
- Collaborate with **internal R&D and program teams** to align offerings with industry needs and position them for commercialization.
- Drive **branding and communication efforts** including campaigns, content development, digital presence, and media outreach.
- Represent the Foundation at **industry events, conferences, exhibitions, government organized events, and standardization forums**, showcasing research and technology outcomes.
- Conduct **market research and competitive analysis** to track industry trends and emerging opportunities.
- Support **productization and technology transfer** by positioning solutions effectively in the market.
- Foster **international partnerships and collaborations** to expand global visibility and impact.
- Monitor performance of marketing campaigns and sales initiatives, and provide regular reports to leadership.

Qualifications, Experience, and Skills

- Bachelor's/Master's degree in **Marketing, Business Administration, or related discipline**.
- 8–15 years of experience in **sales, marketing, or business development**, with a strong record of driving growth in technology / telecom sectors.
- Prior exposure to interactions with **government agencies, PSUs, telecom service providers, or OEMs** is highly desirable.
- Demonstrated expertise in **marketing strategy, sales execution, and ecosystem engagement**.
- Excellent communication, negotiation, and stakeholder management skills.
- Ability to work independently as well as with cross-functional teams.

- Strong analytical mindset with experience in **market research and campaign analytics**.

Pay and Allowances

As per institute norms.

Application Process

Interested candidates may forward their application along with a detailed resume to **comet@iiitb.ac.in** by the specified deadline. Please state the role for which you're applying clearly in the email.