



## 1. Position Identification

Title	<b>Director of Business Development</b>
Functional Area	<b>Sales &amp; marketing</b>
Level	<b>7 A</b>

## 2. Position Objective

The Director of Business Development will be working with the Director Client Engagement and the Chief Executive Officer (CEO) in the identification and realization of growth opportunities for Integrative Systems in US & India. This will involve finding new opportunities where Integrative current portfolio and expertise can be leveraged and ensure that these opportunities are fully utilized to grow Integrative's presence in the USA and International Market.

## 3. Competencies Required

The following competencies are required for this position:

<b>Generic Requirements</b>	<ul style="list-style-type: none"><li>• The incumbent should have marketing and business development experience in US and Indian market of a minimum of 7 years, ideally in the field IT (especially Microsoft Technologies and AS/400). Experience in Graphic Design (GD) and ITES domain would be a plus.</li><li>• He/She should have had demonstrable success in his area of work. The candidate should have prior experience and established successes in obtaining market opportunities in the IT, GD, ITES domain.</li><li>• Should be self-motivated and must be able to start and drive sales/business development initiatives.</li><li>• Technical background in IT preferred.</li><li>• Good computer skills.</li><li>• Good awareness of market and economy.</li><li>• Should be a very good team player.</li><li>• The candidate should be results-oriented and should be self-driven with regards to setting and achieving targets.</li><li>• The candidate should have in-depth knowledge in tender processes.</li><li>• Should have experience in dealing with corporates.</li><li>• Should be able to make Integrative a recognizable brand in the USA &amp; Indian market through effective networking with major companies and authorities.</li><li>• Should have excellent communication and interpersonal skills and should be able to act as a binding force among the partners.</li><li>• Should possess good negotiation skills and be creative in dealing with obstacles.</li><li>• Demonstrates technical marketing skills and domain knowledge and should be able to sell Integrative's technical capabilities to potential partners.</li><li>• Strong understanding of customer and market dynamics and requirements. Should be able to identify and take advantage of opportunities in the growing USA &amp; Indian market.</li><li>• Build trust, value others, communicate effectively, drive execution, foster innovation, focus on the customer, collaborate with others, solve problems creatively and demonstrate high integrity.</li></ul>
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	<ul style="list-style-type: none"> <li>• Maintain professional internal and external relationships that meet company core values.</li> <li>• Proactively establish and maintain effective working team relationships with all support departments and demonstrate ability to interact and cooperate with all company employees.</li> </ul>
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>• Should check and assess feasibility of Integrative to take part in tenders; should evaluate the prerequisites for entering the bidding process and Integrative fulfillment of the same.</li> <li>• Should be able to identify tenders in line with Integrative current business abilities.</li> <li>• Should be able to identify and take advantage of opportunities in the growing USA &amp; Indian market.</li> <li>• Should identify potential partners and create alliances to bid on tenders.</li> <li>• Should drive forward the whole process of creating alliances and entering the bid in collaboration with partners and internal stakeholders.</li> <li>• Should act as a liaison among the various partners and must be able to push the bidding process to a successful conclusion.</li> <li>• Should look for opportunities to sub-contract work on existing contracts obtained by other companies.</li> </ul>

#### 4. Organisational Relationship/Authorities

<b>Supervisory Responsibilities</b>	Shall closely work with the Digital Marketing Team
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#### 5. General Responsibilities

<u>Interpersonal Skills</u> - Maintains confidentiality, Remains open to others' ideas and tries new things.
<u>Written Communication</u> - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
<u>Ethics</u> - Treats people with respect; Keeps commitments; inspires the trust of others; Works with integrity and ethically; Upholds organizational values.
<u>Planning/Organizing</u> - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Develops realistic action plans.
<u>Professionalism</u> - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
<u>Quality</u> - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve.



Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

Attendance/Punctuality - Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

Dependability - Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments; Commits to long hours of work when necessary to reach goals. Completes tasks on time or notifies appropriate person with an alternate plan.

## 6. Reporting Structure

A resource holding this position will be reporting to the CEO.

## 7. Acknowledgement

This job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to the role.

Employee:		Direct Manager:	
Signature:		Signature:	
Prepared by:		Date Issued:	