



Job Description – Senior Manager Executive Education

About the Role:

- B2B Business Development focused on lead generation for Executive Education vertical

Responsibilities:

- Identify companies with significant L&D budgets
- Identify key L&D decision makers in these companies
- Creation and enrichment of database of L&D heads
- Generate leads through outreach to L&D decision makers
- Move qualified leads to proposal submission stage
- Reporting the assigned KPIs as per defined frequency

Key Performance Indicators (KPIs)

- Monetary value of proposals submitted
- Defined number of corporate presentations & meetings per month

Eligibility:

- Master's degree preferably in Business Management/Administration
- Minimum 7 years of experience in B2B Business Development
- Preferably some experience in Education/EdTech industry with good understanding of learning & development function and training need analysis
- Excellent skills in data processing and analysis, expert in Excel and data presentation and highly sensitive to numbers
- Proficiency in communication – both written and oral

Reporting

- Head of Executive Education

Apply with CV to amit.ghosh@imi.edu