

Job Description

Job Title	Business Development Manager	Reports to	Managing Director
Department	Sales, Marketing & Business Development	Location	Lake District, Cumbria, UK

A. Key Purpose of the Job (Position Summary)

- Assisting the Growth of Acrastyle business from current level to next level as envisaged in five year financial plan, especially focusing on non-core business development.
- Aligning sales objectives with Company Business Growth Plan & strategy
- Support business development in transmission, renewable, industrial and possible new geographies
- Promote synergy of India & UK operations and develop new business opportunities using joint capabilities

B. Key Result Areas

- New Business Developed, new product introduced, new geography accesses and overall business impact in terms of order, sales and profit.
- Target level of Achievement of Order in Non-Core Business as per 5 Year Business Plan
- Timely execution of growth programs and ensuring compliance to approved project financials-Project Management Impact
- Building process and operating mechanism for new product, business and sector development
- Assist in helping to improve HIT Rate of Core Business
- Achievement of Growth Financials and Profitability of Non-Core Business
- Participate in key conferences, exhibitions to promote Acrastyle

C. Key Tasks and Responsibilities

- Responsible for developing new business, new products and new geographies. Development of new customers, new accounts and sales agents/ channel partners
- Assists in the Technical Selling to utilities, industry, renewable energy and railway application or any other end user approval, qualification or prescription for non-core products.
- Assists in promoting the Engineering Service Offering to OEM, EPC and End users such as Utilities, Industries, renewable power plant and railway application in protection, control and switchgear engineering.
- Meets assigned Marketing KPI Dashboard and continuous improvement for non-core business.
- Establishes and maintains productive peer-to-peer relationships with senior managers ECM, customers, channel partners, agents and prospects.
- Works through Sales Team, Operations team, Contracts team, projects team and engineering teams team and finance to ensure timely order execution, customer co-ordination and contract closure for Non-core orders.
- Creating an effective communication model and growth program review mechanism at operating levels with UK and India Team and drive synergy business.
- Improving customer response and success rate in conversion of lead into equity and enquiry into order.
- Improve lead generation by pro-active sales, Marketing and Business Development Activities.
- Development of expanded market region in domestic and international market
- Develop New customer relations and promote joint interests of S&S Power and Acrastyle UK.

D. Organizational Alignment

- Reports to the Managing Director

E. Educational Qualifications

- BE / B Tech in Electrical Engineering
- Minimum 15 years of experience
- Experience in Protection and Switchgear Industry
- Proven capability for developing new business in UK Transmission & Distribution market