

Role Name: Sr. Business Lead**Role Brief:**

You will be in charge of developing business solutions. The main goal is to generate more revenue for the company. You will manage client accounts and coach a team of business development managers under you. Your role will demand you to be a thought leader and provide solutions around new sales strategies, sales pitches, and business plans.

Responsibilities:

The Business Lead will work for new and existing clients. In addition will perform the following duties:

- Develop new clients through prospecting, qualifying, and closing sales.
- Organize discovery meetings with clients and prospects to understand their challenges, expectations, organizational structure, and other vital information.
- Devise best-fit solutions to meet client needs and develop further inroads through geographical and business group expansion strategy.
- Meet given quota in order to contribute to the revenue target.
- Manage relationships from all channels to help generate new business opportunities.
- Use the information collected during client discovery meetings, collaborate with with production staff to build client profiles, localization roadmap, and support strategies.
- Work closely with the assigned Project Manager to ensure on-time, on-budget and high-quality deliverables exceed client expectations.
- Ensure proper use and maintenance of sales database.
- Perform workflow design and onboarding for localization services and technology implementations.
- Monitor and communicate project progress.
- Attend industry conferences and specialized networking events to generate leads for the company.
- Work with the team as a mentor. Conduct training to ensure the team is well equipped to deliver their roles.

Experience Required: 7 to 10 years, preferably in advertising/PR/Event Management/ Marketing organization.

Academic Qualification: Graduate, MBA (Preferred, but not mandatory)