

Interested candidates are invited to submit their CV to careers@tigermail.in. Please ensure the job title is specified in the subject line.

Job Title	Business Development Head & Strategist
Qualification	MBA in Marketing
Experience	8-10 Years
Job Location	Ahmedabad
Joining Period	1 month or earlier
Job Description	Advertising & Communications Agency — Gujarat Role Overview The Business Development Head is responsible for generating and closing new business across the agency's service lines — branding & design, digital/social media, and events & exhibitions — and across client segments: government/PSU, corporates and startups. This is a pure new-business and growth role. It does not include creative strategy, account servicing, or project delivery, though close coordination with creative and delivery teams is essential. Reports To Founders / Marketing Heads Key Responsibilities • Identify, pursue, and close new client relationships across government, private, and corporate segments • Track and apply to relevant government tenders, EoIs, and empanelment opportunities across Gujarat • Build and manage a structured sales pipeline (prospecting → pitched → negotiation → won) • Identify cross-sell opportunities within existing client accounts across service lines • Coordinate with creative, design, digital, and events teams to shape accurate, deliverable pitches • Maintain CRM/pipeline records and report pipeline health and forecasts to leadership monthly • Support pricing and proposal development in coordination with founder/leadership, especially for large or strategic accounts • Represent the agency at industry events, trade exhibitions, and networking forums to build relationships Candidate Requirements • An MBA in Marketing with 8-10 years in B2B/services sales, ideally within advertising, media, events, or related agency environments • Existing relationships within Gujarat's corporate, industrial, or PSU/government ecosystem strongly preferred • Comfortable navigating both government procurement/empanelment processes and private corporate pitching — these require different approaches • Strong communication and proposal-development skills; ability to represent the agency confidently in senior meetings • Working knowledge of Gujarati and English required; Hindi a plus

- Self-driven, comfortable with a long B2B sales cycle and pipeline-based performance tracking

What We Offer

- Best-in-class salary + growth opportunity
- Direct access to leadership and involvement in shaping major account pitches

Ramp-Up Targets

Period	Expectation
First 90 days	Pipeline-building only — qualified leads + first meetings. No revenue target.
Months 4–6	First deals closing; leading KPIs still primary
Steady state (month 7+)	Full lagging + leading KPI tracking

Vertical Breakdown (within the same scorecard)

Vertical	Primary KPI Focus	Support Provided
Branding / Design	Deal count + retainer value, govt empanelment wins	Portfolio, case studies
Digital / Social Media	Leads requesting live results demo; retainer conversions	Case studies w/ real metrics, rate card, strategist pairing
Events & Exhibitions	Pitches featuring this capability (as case studies come online)	Documented pilot projects

Leading KPIs (Activity / Pipeline Health) — Reviewed Monthly

Lagging KPIs (Outcomes) — Reviewed Quarterly