

## Presales & Technical Marketing – Senior Executive

AXISCADES is a leading, end to end engineering and technology solutions company. We bring expertise that caters to the digital, engineering and smart manufacturing needs of large enterprises. With over 3 decades of experience in enabling innovative, sustainable and safer products worldwide, AXISCADES delivers business value across the entire engineering lifecycle.

We have an exciting opportunity for a knowledgeable industry professional with the right mix of technical, presales and marketing skills. Act as a key link between the Sales, delivery and support functions; primarily engaged in presales and technical marketing activities enabling the global sales team achieve business goals of the organization.

### Candidate Profile:

- Comprehensive understanding of the ER&D market, it's working, business drivers and risks involved.
- Strong interest and knowledge in future trends of the industry and their driving factors.
- Proficiency in relaying the appropriate message and rightly positioning the company's technology portfolio and its business benefits to clients and other target audience through admirable written, verbal and presentation skills.
- Effortlessly builds productive relationships internally and externally, and naturally embraces teamwork.
- Good working knowledge and hands on experience with market research, to be able to influence key business decisions.
- Good understanding of basic types of marketing, principles, social media platforms and marketing trends.

### Key responsibilities

- Perform detailed market research (primary & secondary) and competitor analysis regularly - Acumen to analyse, interpret and present insights from the data gathered to improve the company's positioning and gain advantage over the competitors.
- Understand customer's requirements and map the organization's capabilities & offerings to generate a strong and winning RFI and RFP response each time.
- Own and deliver RFIs by liaising with all necessary functions such as Delivery, HR, Finance, etc. Effective acquisition and management of accurate information.
- Drive comprehensive technical response generation to address RFPs, by working closely with the concerned engineering teams.
- Prepare, customize and update required material for Sales kit, to equip the global sales team with competitive and winning presentations, case studies and value propositions.
- Ability to develop effective working relationships internally across different functions (sales, operation/delivery, HR, Finance, etc.) at a variety of levels and work closely with them.
- Contribute to the pre sales process by identifying potential customers and business development opportunities through inclusive business profiling.
- Support marketing campaign planning and execution.
- Accompany sales personnel during visits to prospects and clients as required
- Responsible for managing customer visits

**Previous Experience/Background:** Must have worked in a similar role and industry for a minimum of 2 years.

**Academic Qualifications:** Bachelor of Technology / Bachelor of Engineering / Bachelor of Science/Commerce. MBA in Marketing or related areas would be an advantage.

**Job Location:** Bengaluru, India.

**Travel:** Occasional travel may be required to make common way of business operations.

AXISCADES is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation and gender identity.

Apply at: <https://www.axiscades.com/careers-enquiry.html>

or

Email: [careers@axiscades.com](mailto:careers@axiscades.com) with your resume.