



Requires

General Manager/Assistant General Manager – Business Development and Corporate Relations, Executive Education

Indian Institute of Management Ahmedabad (IIMA) is a leading higher education institute with a strong presence in executive education and advisory domains. The General Manager/Assistant General Manager - Business Development and Corporate Relations, Executive Education, will spearhead strategic growth, global outreach, and client engagement for IIMA's Executive Education programs. These programmes include open enrollment programmes and customised programmes.

IIMA is looking for a dynamic leader with expertise in business development, stakeholder management, and corporate relations to grow the executive education portfolio and strengthen client engagement to ensure that IIMA remains a global leader in executive education.

Key Responsibilities:

1. Strategic Business Development:

- Grow and enhance the market footprint of Executive Education programs by IIMA.
- Identify emerging markets, industries, and untapped opportunities for program expansion.
- Build IIMA's international presence in Executive Education offerings in specific geographies.

2. Market Intelligence & Insights:

- Analyse market trends, competitive benchmarks, and client requirements to influence program design and delivery.
- Share actionable insights with the Executive Education leadership team to stay ahead of market demands.

3. Client Engagement & Relationship Building:

- Cultivate and maintain relationships with CXOs, corporate partners, and key stakeholders.
- Lead client acquisition efforts for custom and open-enrolment programs, ensuring client satisfaction and long-term partnerships.

4. Brand Positioning & Marketing Support:

- Design impactful campaigns, highlighting the value proposition of IIMA's Executive Education programs.
- Develop and execute innovative approaches to position IIMA as the preferred choice for executive learning globally.

5. Strategic Partnerships Management:

- Forge alliances with industry bodies, global corporations, and national/international academic institutions to strengthen the institute's reach and reputation.
- Work closely with external partners and service providers to expand IIMAs reach and reputation.

6. Program Development Collaboration:

- Work closely with faculty and program teams to offer innovative, contemporary and market-relevant programs.
- Provide strategic inputs on program structure, delivery methods, and pricing models.

7. Operational Excellence and Team Management:

- Oversee end-to-end business development operations, including proposals, negotiations, and client onboarding.
- Monitor performance metrics and present actionable reports to top management.
- Build and motivate the BD teams for B2C, B2B and B2G segments to achieve high-performance.
- Support the EX Ed leadership to manage the Ex Ed team, in alignment with IIMAs ethos and culture.

8. Revenue Growth and Accountability:

- Drive consistent revenue growth, meeting and exceeding program enrolment in open programmes and revenue targets from customized programmes.
- Continuously explore new revenue streams and diversification opportunities.

Educational Qualifications, Experience:

- Postgraduate degree in Management, Marketing, or related fields. An MBA from a premier institute is highly desirable.
- 10-15 years of relevant experience in business development, client acquisition, or strategic partnerships, preferably in education, consulting, or corporate training.
- Proven track record of achieving and exceeding revenue goals.

Key Competencies:

- Exceptional leadership and stakeholder management skills.
- Superior communication, negotiation, and presentation abilities.
- Strong strategic thinking and data-driven decision-making capabilities.
- Ability to engage and influence senior leaders across industries.

Preferred Attributes:

- Familiarity with executive education trends at national/international level and best practices.
- Experience in working in education or consulting sector, preferably with academic institutions, HR teams, or global consulting firms and clients.
- Ability to extensively travel for client meetings

Reporting to: Chairperson, Executive Education Programme

Age: Maximum 50 years on last date of application. The institute provides age relaxation as per GOI rules. Additional 5 years' age relaxation is given to women candidates.

Salary & Allowances:

Selected candidate will be offered an appointment on a Tenure Based Scaled Contract for a fixed term of three years, which may be extended for a further period as required. Based on the experience and qualification, the selected candidate will be placed in Pay Level 12/11 under the pay matrix of 7th Central Pay Commission. The Institute offers other benefits which are at par with the permanent employees. In addition to the fixed pay, the candidate will be eligible for performance-based incentives or variable pay, aligned with the institute's policies and achieving individual performance metrics.

Why Join IIMA Executive Education?

- Contribute to the growth of a globally recognized institution known for excellence and innovation.
- Work in a dynamic environment with opportunities to influence executive learning at the highest levels.
- Build relationships with global leaders and create lasting impact in the education sector.

Interested candidates are advised to **APPLY ONLINE ONLY** latest by March 05, 2025.

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