CENTRE FOR INDUSTRIAL CONSULTANCY AND SPONSORED RESEARCH
INDIAN INSTITUTE OF TECHNOLOGY MADRAS
CHENNAI – 600 036

Advertisement No.: ICSR/PR/Advt.102/2020 Dated: 15.12.2020

Applications are invited for the temporary post **Chief Learning Officer & Chief Marketing Officer** to work in **Gopalakrishnan-Deshpande Centre for Innovation & Entrepreneurship at IIT Madras**.

Co-ordinator: Prof. Krishnan Balasubramaniam, Dept. of Mechanical Engineering,

Duration: Initially for a period of One year, extendable based on performance.

About GDC:

The Gopalakrishnan-Deshpande Centre for Innovation & Entrepreneurship (GDC) was set up in IIT Madras in January 2017 by philanthropic contributions of three illustrious alumni, Dr Gururaj Deshpande, Mrs. Jaishree Deshpande, and Mr. 'Kris' Gopalakrishnan. Structured as a not-for-profit Centre, GDC's charter is to work with STEM colleges across India to help faculty, researchers, and students commercialise their research-based ideas that have potential to positively impact society and improve people's lives. GDC believes that by allocating a small fraction of the budget of scientific research projects towards conducting a systematic exercise (called Customer Discovery) upfront, the chances of success and impact of application research projects and deep tech startups can be dramatically improved.

GDC does not invest in start-ups nor raise funding for them; neither is GDC an incubator, pre-incubator, or an accelerator. GDC is essentially working on a 'lab to market' mission to change the culture and capabilities of academic institutions in the area of commercialising scientific research. GDC aims to play a catalytic role in strengthening India's ecosystem for innovation and entrepreneurship by improving the latent institutional capacity of universities in commercialising translational research ideas into world class products and services, and by making them partner better with industry and government.

Over the past three years, GDC has worked with about 150 start-up teams founded by academic researchers and entrepreneurs. GDC's service offerings are short-duration training programs, boot camps, and Entrepreneur-in-residence programs aimed at sharply deepening and enhancing the knowledge and entrepreneurial quotient of participants. GDC's programs, I-NCUBATE and I-NSPIRE, have found strong acceptance and positive traction with researchers, scientists, faculty, students, and entrepreneurs at leading institutions across India. For more details, please look up our website: http://gdc-iitm.org/

Over the next few years, GDC plans to scale up its operations on the strength of the core knowledge it has built, leveraging the power of digital technologies, and by building deep networks with its stakeholders, including hundreds of STEM colleges, incubators, accelerators, corporates and industry associations, government-owned research institutions, providers of risk capital and venture finance, and policy makers. Towards this end, GDC seeks to fill two key positions in its senior management team with experienced and seasoned professionals. The broad roles and responsibilities of the two positions are explained below. The job descriptions are indicative and should be seen as enabling constructs rather than be restrictively interpreted.

About the Positions

Chief Learning Officer: The CLO shall be responsible for leading GDC's initiatives for design and conduct of all training and capacity building programs to realise the targeted outcomes. This shall include choice of training programs, curriculum design, syllabus, pedagogy formats, digital tools, cognition assessments, selection of participants, and conduct of programs. The CLO shall ensure the development of a strong network of outstanding and motivated instructors, mentors, program managers, and coaches that collectively ensure high quality in all programs of GDC. The responsibilities of CLO are enmeshed with those of other senior positions at GDC and will require a highly collaborative and team-building approach to succeed. The role is challenging and provides avenues for developing multi-faceted managerial skills.

Chief Marketing Officer: The CMO shall be responsible for leading GDC's initiatives in marketing its programs to faculty and entrepreneurs, outreach (brand building and on-boarding universities as partner institutions) and raising finances (through grants and donations). As GDC's charter is essentially developmental work in areas where commercial finance does not operate, a lot of effort will be required to evangelise and socialise the concepts with universities, policy makers, and donors. The CMO will have four main stakeholders of GDC to reach out to. (a) Faculty, researchers and scientists at universities and research institutions to motivate them to commercialise their research; (b) Students and entrepreneurs who would partner with faculty to form the startup teams; (c) Corporates, alumni, investors, and other philanthropic organisations to raise donations/funds for GDC's operations; and (d) Governments and policy makers to create awareness about GDC's programs and for policy advocacy.

The following table details the required academic qualifications, work experience and capabilities GDC expects in the ideal candidates for the positions of CLO and CMO.

Particulars	Chief Learning Officer	Chief Marketing Officer
1. Qualifications	Post-graduate, preferably with additional Professional Qualifications in one of Business Management, Accounting, Law, Finance, etc. Should preferably be a certified Coach or Trainer	Post-graduate with additional Professional Qualifications in areas such as Business Management, Sales and Marketing, etc.
2. Work Experience	Minimum 20 years of work experience in Corporate or Professional capacity with some demonstrable service in training and skill development of human resources. Should have been involved in building/creating new businesses and/or handling external stakeholders such as customers, channels, investors, regulators, etc. Experience in working with start-ups and high technology sectors would be a positive.	Minimum 20 years of experience in sales, marketing, channel management, customer development and similar areas with large or medium corporations. A track record of growing business and developing markets, particularly in service industries and digital products would be beneficial. Working with higher educational institutions and universities will be a strength. Experience in raising contributions by way of CSR from corporates/philanthropy would be a strong positive.
3. Expertise and Skills	a) Should have a thorough understanding of the working styles and culture of academic and research institutions, the policies governing innovation & entrepreneurship in universities, and how industry interacts with academia b) Should have strong concepts in business analysis, market structures, customer & product development, innovation, and entrepreneurship. c) Should be an ace trainer/ instructor/coach with the ability to train and motivate other instructors/mentors d) Should have a good understanding of the start-up ecosystem including TRLs, stages of evolution, incubation, technology, financing, and reasons for failure e) Should be able to demonstrate capability of dealing with highly qualified faculty, researchers, and technocrats in a classroom setting f) Fluency in English and knowledge of digital cognition tools for online learning	a) Should have a thorough understanding of the working styles and culture of academic and research institutions, the policies governing innovation & entrepreneurship in universities, how industry and alumni groups interact with academia b) Capability of cultivating customers and building markets from scratch c) Ability to translate overall organisational goals into marketing and sales targets and achieve them d) Should have the aptitude and capability to network with alumni associations of leading academic institutions, industry and trade associations, and bureaucracy. e) A good understanding and track record of raising funds from corporates (under CSR), alumni, philanthropic institutions (donations) and government sources (grants). f) Should possess a high level of drive, intensity, and energy levels to g) A strong understanding of the how Indian academic and research institutions interface with the dynamics of the Indian start-up ecosystem

Other Details regarding both positions

- Role : Full-time position
- Location : Chennai, Bengaluru, or Hyderabad.
- Travel : The position will require intermittent travel.
- Technology : A high level of computer literacy is expected. Must be capable of working independently with computers, software, emails, digital tools, etc. without secretarial assistance.
- Reporting : Both positions report to the CEO, GDC.

The last date for submission of online application is 22.12.2020

General Instructions to the candidates

- All the positions are on purely contract basis.

- The completion of the period of contract will not confer any right for further extension, regularization, permanency at the Institute.

- Candidates can also apply through online in the website https://icandsr.iitm.ac.in/recruitment/- (**Please check the advertisement number Advt.102 / 2020 displayed and submit the application for the relevant position**).

- Separate application has to be filled for each post.

- The system will accept single application only with the registered login ID (email) for an advertisement, hence the candidate is requested to select the multiple positions (In case, he/she wishes to apply for more than one position) before the submission of application.

- The application cannot be edited, reverted once it is submitted.

- Candidates should not attempt to apply twice for the same post. If multiple applications are received from a candidate for the same post, his/her candidature will liable to be rejected.

- Candidates should follow the prescribed procedure for submission of online application.

- Candidates are advised to fill their correct and active e-mail addresses in the online application as all correspondence will be made by the Institute through e-mail only.

- The candidates applying for any post should ensure that they fulfil all the eligibility conditions for the post. Their admission to any stage of the selection process will be purely provisional subject to

confirmation that they satisfy the prescribed eligibility conditions. Mere issue of registration certificate / call letter to the candidate will not imply that his/her candidature has been found eligible.

- After successful online submission of application, a print out of the application form must be obtained and submitted when called for test. It will be required at the time of document verification/test/interview. Hard copy of the application is NOT to be sent to the Institute.

- Candidates must be citizens of India. Persons who have migrated from Pakistan with the intention of permanently settling in India or subjects of Nepal are also eligible, but in their case a certificate of eligibility from the Government of India will be necessary for appointment. Such candidates should apply to the Government of India in the Ministry of Home Affairs for necessary certificate and furnish satisfactory proof of having so applied.

- The prescribed qualifications are minimum and unless specified, they are required for consideration for the post, even if higher qualification has been acquired and the mere fact that a candidate possesses the same will not entitle him/her for being called for interview.

- Relevant experience gained after the minimum qualifying degree will only be taken into consideration. Minimum requirements of qualifications and/or experience can be relaxed in respect of exceptionally outstanding candidates.

- The experience required is relaxable at the discretion of the Institute in the case of candidates belonging to the Scheduled Caste / Scheduled Tribe, if at any stage of selection the competent authority is of the opinion that sufficient number of candidates from these communities possessing the requisite experience are not likely to be available to fill up the vacancy reserved for them.

- The Institute reserves the right to restrict the number of candidates for written / skill test / interview to a reasonable limit on the basis of qualifications, level and relevance of experience higher than the minimum prescribed in the advertisement and other academic achievements. The Institute also reserves the right of rejecting any or all the applications without assigning any reasons therefore.

- Calling a candidate for test/interview merely indicates that it is felt that he/she with others may be suitable for the post and conveys no assurance whatsoever that he/she will be recommended or selected or his/her conditions specified in the application will be accepted.

- Candidates will be short-listed for Test/Interview on the basis of the information provided by them in their online applications. They must ensure that such information is true. If at any subsequent stage or at the time of Test/Interview any information given by them or any claim made by them in their online applications is found to be false, their candidature will be liable to be rejected.

- The Institute shall verify the antecedents or documents submitted by a candidate at any time at the time of appointment or during the tenure of the service. In case, it is detected that the documents submitted by the candidates are fake or the candidate has clandestine antecedents/background and has suppressed the said information, then his services shall be liable to be terminated.

- In case of any inadvertent mistake in the process of selection which may be detected at any stage even after the issue of appointment letter, the Institute reserves the right to modify/ withdraw/ cancel any communication made to the candidates.

- Applicants who are working in **any one of the Project at IIT Madras**, must apply through proper channel otherwise they will be required to produce No-Objection Certificate at the time of document verification/Test/Interview. Candidates without NOC will not be permitted to appear for Test/Interview.

- Candidates may send testimonials from persons intimately acquainted with their work and character. If the applicant is in employment, he/she should submit testimonials from the most recent employer or immediate superior as a referee.

- The Institute has a right to decide the mode of screening and testing the applicant for short listing and selection.

- The Institute solely reserves the right not to fill any advertised position without assigning any reason

- Only shortlisted applicants will be contacted.

- No correspondence whatsoever will be entertained from candidates regarding conduct and result of test/interview and reasons for not being called for interview. Canvassing in any form will be a disqualification.

- The crucial date for determining the eligibility criteria for all candidates in every respect shall be the prescribed closing date for submission of online application.

- The Institute strives to have a workforce which reflects gender balance and women candidates are encouraged to apply.

- Any corrigendum/clarifications on this advertisement, if necessary, shall be uploaded on website and no separate communication will be sent for this purpose.

- **The last date for submission of online application is 22.12.2020**

- If there is any issue to submit the application please send E-mail to : recruitment@imail.iitm.ac.in / icsrrecruitment@iitm.ac.in**Contact: 044- 2257 8357** on all working days from **9.00 AM to 05.30 PM**

(Monday to Friday – except National Holidays). (Please note, only technical issues will be accepted – No interim correspondence with reference to the selection process will be considered).

- **Instructions to apply online:-**Eligible applicants would require to register and apply online through https://icandsr.iitm.ac.in/recruitment   HYPERLINK   "https://icandsr.iitm.ac.in/recruitment/"/and submit the application.

Sd/-

Senior Manager –HR
Centre for IC&SR
IIT Madras