

General Manager—Leasing (commercial)

A MBA in Sales and Marketing from a premier business school with 12-15 years of experience in Sales of which minimum 6-8 years must be in the Commercial Sales in the managerial level in the Real Estate industry. The candidate shall be in the age group of 35 - 40 years. The key deliverables of the role are as under:

Operations:

- Formulate and implement the Commercial Sales Strategy for Brigade Enterprises Limited (BEL), ensuring liquidation of maximum Commercial spaces / projects with maximum realization, to drive top line growth
- Identify potential markets for launching new Commercial projects
- Drive branding / advertising initiatives for Commercial projects across all regions after in-depth analysis of the geographic and demographic aspects of each target market
- Develop and implement strategies around new Commercial project offerings, product pricing and delivery in consultation with the Head – Sales. Ensure effective and timely communication of new initiatives / projects to critical stakeholders
- Develop the tenant mix policy in consultation with the Head Sales & Chairman & Managing Director; Ensure healthy occupancy and optimum tenant mix across all BEL corporate projects
- Build and nurture key corporate accounts from a long term perspective; Identify corporates establishing a presence in India and build a database of potential clients; Continuously update this database
- Provide functional guidance to ensure standardization of Commercial marketing practices across the Organization; Act as the final authority on all decisions with respect to Commercial marketing across the Organization.
- Survey the global environment to identify best practices in the areas of branding, corporate customer relations and customer care management for Commercial projects; Evaluate feasibility of implementing the same in BEL
- Maximize sales revenues and drive timely collections to ensure minimal receivables
- Drive cost savings through effective negotiations with external consultants and channel partners
- Develop the marketing budget for Commercial projects; Ensure adherence to the same

People

- Review performance of the Departmental staff / personnel
- Assess and fulfill training and career development requirements
- Foster an environment of learning, excellence and innovation within all aspects of team work