

**Advertisement**  
**Sales and Marketing Executive**  
**LEAP Project, IITM Incubation Cell**

**LEAP** (<https://leap.respark.iitm.ac.in/>) is a project under the IIT-Madras Incubation Cell and the STEM Maker Bhavan Foundation, Mumbai that provides industry-oriented Project-Based Learning to colleges by focussed programs from 1<sup>st</sup> year UG onwards. In 1<sup>st</sup> year, LEAP students work in teams to improve existing products. In 2<sup>nd</sup> year, teams design and build a working prototype to solve a problem of society. In their 3<sup>rd</sup> and 4<sup>th</sup> years, students explore specific domains in greater depth through mini-projects, internships and major projects. LEAP courses range from 2 days to 2-3 months to 1 year duration. LEAP trains college faculty who then guide their students, with advice from LEAP experts. LEAP is funded by the Maker Bhavan Foundation, USA and by fees from colleges.

**Job description:**

- Managing the entire sales process including identifying/connecting with colleges, proposal, negotiation, contract, and payment
- Market research, networking, lead generation, marketing campaigns
- Liaisoning with industry

**Qualifications and experience:**

- Graduation + MBA OR equivalent
- Practical experience in sales and marketing
- Good written and verbal communications
- Academic Sales and Marketing experience preferable

**Salary:**

- Assistant Sales Manager: Rs. 25,000 - 40,000/- per month
- Sales Manager: Rs. 40,000 - 60,000/- per month

**Duration:**

Initially for 1 year, extendable based on performance and need.

Location of work: IIT Madras Research Park

**To Apply:** Send email with your biodata to:

Prof. Timothy A Gonsalves, PI, LEAP Project

[leap\\_info@respark.iitm.ac.in](mailto:leap_info@respark.iitm.ac.in)