

JOB DESCRIPTION

Head of New Business/ Sales | Mumbai | *Digital Integrated Marketing Agency*

Or

Head of Business Development / Sales | Mumbai | *Digital Integrated Marketing Agency*

Role Overview

A fast-growing digital integrated marketing agency in Mumbai is hiring its first dedicated new business leader. The agency works with brands across FMCG, BFSI, D2C, and lifestyle delivering integrated mandates across strategy, creative, and performance.

We are looking for a strong sales and client acquisition professional who can open relationships, build pipeline, and close mandates independently at senior brand decision-maker level. You will work directly with the founding team and have full commercial ownership from day one.

Key Responsibilities

1. Revenue Ownership

- Own monthly, quarterly, and annual new business revenue targets
- Drive client acquisition across target sectors — FMCG, BFSI, D2C, Lifestyle, Commerce
- Close mandates of ₹25L – ₹2Cr+ per client annually
- Maintain pipeline health, win rates, and deal margin quality

2. Pipeline Development

- Build and manage a 3–5x pipeline coverage ratio
- Define Ideal Client Profile and target sector priority
- Drive outbound and inbound outreach strategy independently

3. Senior Stakeholder Selling

- Lead conversations with CMOs, CDOs, and Heads of Marketing and Digital
- Sell integrated mandates — strategy, creative, and performance together
- Translate agency capabilities into clear business outcomes for the client

4. Deal Closure

- Own the full sales cycle from first conversation to signed mandate
- Lead proposal development, pricing, and commercial negotiations
- Brief internal teams on pitch requirements and deliverables

5. Sales Process & Systems

- Build a structured, repeatable sales process — Lead → Qualification → Pitch → Closure
 - Maintain CRM discipline and revenue forecasting accuracy
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Key Metrics

- New business revenue closed — monthly and quarterly
 - Pipeline coverage ratio — minimum 3x
 - Win rate (%)
 - Average deal size
 - Sales cycle length
 - Gross margin quality of deals
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What We Are Looking For

- 10–14 years in new business, sales, or client acquisition roles
- Strong sales track record with personally closed revenue of ₹5–20 Cr annually
- Demonstrated client acquisition ability — opening new relationships independently at senior level
- Experience selling directly to CMOs, CDOs, or VP Marketing level
- Strong existing network in FMCG, BFSI, D2C, or Lifestyle that can be activated immediately
- Consultative selling ability — outcomes and solutions over individual services
- Commercial acumen — pricing, margins, forecasting, and growth planning
- Ability to build and operate independently in a lean, founder-led environment

Backgrounds we are looking at:

- Media sales or publisher brand partnerships
- OTT, audio, or digital platform revenue or advertiser roles
- Martech, adtech, or CRM enterprise sales
- Branded content or content solution sales
- Agency or advertiser partnership roles at large digital platforms
- New business roles at independent or integrated agencies