



# Birla Institute of Technology and Science, Pilani

Off-campus Programmes and Industry Engagement

## JOB DESCRIPTION

<b>About BITS, Pilani</b>	<p><b>Birla Institute of Technology &amp; Science, Pilani</b> has been declared as an "Institution of Eminence Deemed to be University" by the Central Government of India in exercise of the power conferred under <b>Section 3 of the UGC Act 1956</b> and is a renowned science and technology institute with its headquarter located in Pilani, Rajasthan, India. In addition to Pilani, BITS Pilani has campuses in Dubai, Goa, Hyderabad and Mumbai.</p> <p>Work Integrated Learning Programmes (WILP) was established in 1979 focuses on providing continuing education to working professionals across different sectors. WILP has 46+ years of educating working professionals, 50+ programmes, 1,39,000+ working professionals graduated, 52,000+ working professionals enrolled.</p>
<b>Industry/Service</b>	Higher Education
<b>Post/Job Title</b>	General Manager - Industry Engagement
<b>Job Type</b>	Regular, Full time
<b>Reporting to</b>	COO - WILP
<b>No. of positions</b>	1
<b>Job Location</b>	Bangalore
<b>Role Overview</b>	Senior B2B leader for BITS WILP division to drive sustained growth through strategic enterprise partnerships. The role will be responsible for shaping growth strategy, expanding and deepening corporate relationships, launching new programs, and ensuring superior experience for learners and corporate partners. Build the brand thru engagement at CXO level, industry bodies or event participation and outreach programs.
<b>Principal Accountabilities &amp; Responsibilities</b>	<ol style="list-style-type: none"><li><b>Strategic Planning &amp; Environment Analysis</b><ul style="list-style-type: none"><li>Develop and execute B2B growth strategy aligned with long-term vision.</li><li>Conduct continuous environmental scanning to track industry trends, technology shifts, workforce skilling needs, and competitive landscape.</li><li>Identify priority sectors, accounts, and growth levers across industries.</li></ul></li><li><b>Business Growth</b><ul style="list-style-type: none"><li>Drive acquisition of new corporate partners for existing degree programs and bespoke learning solutions.</li><li>Build and manage senior-level relationships with CXOs, CHROs, L&amp;D heads, and business leaders.</li><li>Lead end-to-end partnership discussions, including solution design, commercials, and long-term engagement models.</li><li>Expansion across existing corporate accounts through Cross &amp; Upsell</li></ul></li><li><b>New Opportunities &amp; Program Launches</b><ul style="list-style-type: none"><li>Identify emerging skill areas and workforce needs and convert them <b>into</b> new program concepts.</li><li>Collaborate with academic, product, and delivery teams <b>to</b> design, launch, and scale new offerings.</li><li>Ensure new programs are market-relevant, scalable, and aligned with corporate expectations.</li><li>Own go-to-market strategy for new initiatives.</li></ul></li><li><b>Team Leadership &amp; Capability Building</b><ul style="list-style-type: none"><li>Build, lead, and mentor a high-performing B2B partnerships and growth team.</li><li>Set clear goals, performance metrics, and accountability frameworks.</li><li>Foster a culture of strategic thinking, customer-centricity, and execution excellence.</li></ul></li></ol>

	<ul style="list-style-type: none"> <li>• Enable team members to engage confidently at senior leadership levels.</li> </ul> <p><b>5. Product, Operations &amp; Experience Feedback Loop</b></p> <ul style="list-style-type: none"> <li>• Provide structured feedback to academic, product, and operations teams to continuously improve: <ul style="list-style-type: none"> <li>○ Learner experience</li> <li>○ Corporate partner experience</li> <li>○ Program delivery and engagement models</li> </ul> </li> <li>• Work cross-functionally to resolve partner issues and improve overall service quality.</li> </ul>
<b>Qualification and Personal Profile</b>	<ul style="list-style-type: none"> <li>• Preferably MBA or B.Tech from top institution</li> <li>• Min 15 years of experience in B2B enterprise sales, strategic partnerships, or business development, with strong exposure of mid to large corporate accounts.</li> <li>• Demonstrated experience in CXO-level engagement, solution selling, and managing long sales cycles.</li> <li>• Prior experience in education, skilling, IT services, consulting, or knowledge-led B2B organizations preferred.</li> <li>• Excellent communication, stakeholder management, and executive presence.</li> </ul>