

JOB DESCRIPTION

SaaS Marketing & Business Development Manager

Client Acquisition, Revenue Growth & Go-to-Market Strategy

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| Company | Stanza Soft India Private Limited |
| Department | Marketing & Business Development |
| Location | T-Hub 2.0, Hyderabad (Hybrid) Remote flexibility for US/UK hours |
| Employment Type | Full-Time |
| Experience | 3+ Years in B2B SaaS / Technology Sales & Marketing |
| Education | B.Tech/B.E. (CSE/IT) + MBA from Tier-1/Tier-2 B-School |
| Reports To | Founder / CEO |

ABOUT STANZA SOFT

Stanza Soft India Private Limited is a deep-tech company headquartered at T-Hub 2.0, Hyderabad, with a US presence in San Francisco. We build AI-powered platforms and SaaS products for enterprise clients, government agencies, and SMBs across India, US, and UK markets. Our engineering team works on cutting-edge solutions involving AI/ML, cloud infrastructure, and intelligent automation.

ABOUT THE ROLE

We are looking for a high-impact SaaS Marketing & Business Development Manager who combines technical understanding with exceptional communication skills to drive customer acquisition, revenue growth, and market expansion. This is a client-facing, revenue-accountable role where you will own the entire funnel from lead generation and qualification to demos, proposals, negotiations, and conversions. You will work directly with the Founder to shape go-to-market strategy, execute multi-channel marketing campaigns, build partnerships, and establish our SaaS products in India, US, and UK markets. This role requires someone who can speak fluently with technical decision-makers (CTOs, VP Engineering, Tech Leads) and business stakeholders alike, with the credibility that comes from a Computer Science background and the strategic thinking developed through an MBA.

KEY RESPONSIBILITIES

- Own end-to-end client acquisition: identify, qualify, engage, demo, negotiate, and close B2B SaaS deals with agencies, SaaS companies, e-commerce businesses, and enterprises.
- Conduct discovery calls and product demos tailored to prospect pain points; translate technical capabilities into business value propositions.
- Manage and optimize the sales pipeline using CRM tools (HubSpot, Salesforce, or equivalent); maintain accurate forecasts and conversion metrics.
- Achieve monthly/quarterly revenue targets and MRR growth goals; take ownership of CAC, LTV, and conversion rate KPIs.
- Develop and execute outbound prospecting strategies including LinkedIn outreach, cold email campaigns, and targeted account-based marketing (ABM).
- Plan and execute multi-channel marketing campaigns across content marketing, SEO, paid ads (Google, LinkedIn), email nurture sequences, and community engagement.

- Create compelling sales collateral: pitch decks, case studies, ROI calculators, whitepapers, and product one-pagers tailored to different buyer personas.
- Drive product launches on Product Hunt, Hacker News, and developer communities (Reddit, Dev.to, Discord, Stack Overflow).
- Coordinate webinars, live demos, and virtual events to generate qualified leads and build brand awareness.
- Collaborate with the product and engineering teams to translate customer feedback into product improvements and feature prioritization.
- Lead go-to-market efforts for US and UK markets; adapt messaging, pricing, and positioning for international audiences.
- Build and manage partner relationships with agencies, consultancies, and channel partners in target markets.
- Schedule and conduct calls/meetings across time zones (US EST/PST, UK GMT) with flexibility for international client engagement.
- Represent Stanza Soft at industry conferences, SaaS events, and developer meetups.
- Stay current with industry trends, technology developments, AI/ML advancements, and competitive landscape.
- Develop deep product expertise to conduct technical demos and answer prospect questions on architecture, security, and integration.
- Provide market intelligence and competitive analysis to inform product roadmap and positioning decisions.

REQUIRED QUALIFICATIONS

- B.Tech / B.E. in Computer Science, Information Technology, or related engineering discipline from a recognized institution.
- MBA / PGDM from a Tier-1 or Tier-2 B-School (IIMs, ISB, XLRI, FMS, MDI, SPJIMR, NMIMS, SIBM, or equivalent) with specialization in Marketing, Sales, or Strategy.
- Minimum 3+ years of experience in B2B SaaS sales, technology marketing, or business development roles with demonstrated revenue impact.
- Proven track record of meeting or exceeding sales targets in SaaS, cloud services, or enterprise software sales.
- Experience with full-cycle sales: lead generation, qualification, demos, proposals, negotiations, and closing.
- Hands-on experience with CRM platforms (HubSpot, Salesforce, Pipedrive) and marketing automation tools.
- Exceptional English communication skills — both written and verbal — with the ability to craft compelling narratives and deliver polished presentations.
- Proven ability to engage C-suite executives, CTOs, VP Engineering, and technical decision-makers in consultative sales conversations.
- Experience conducting product demos, discovery calls, and client meetings with professionalism and technical credibility.
- Strong presentation skills with experience creating and delivering pitch decks to enterprise clients.
- Solid understanding of software development lifecycle, web technologies, and cloud infrastructure — enough to hold technical conversations with developers and engineering leaders.
- Familiarity with SaaS business models, subscription metrics (MRR, ARR, churn, LTV, CAC), and growth marketing strategies.
- Ability to quickly learn and articulate complex technical products to both technical and non-technical audiences.

PREFERRED QUALIFICATIONS (NICE TO HAVE)

- Prior experience selling developer tools, DevOps platforms, or enterprise software solutions.
- Experience with international sales, particularly US and UK enterprise markets.
- Background in product marketing, growth hacking, or demand generation for early-stage startups.
- Familiarity with AI/ML products and ability to communicate AI value propositions effectively.
- Experience with content marketing, SEO strategy, and thought leadership development.
- Existing network of contacts in technology companies, SaaS businesses, or enterprise IT decision-makers.
- Track record of successful Product Hunt launches or developer community engagement.

KEY COMPETENCIES & SKILLS

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| Sales & Negotiation | Consultative selling, objection handling, deal structuring, contract negotiation |
| Communication | Executive presence, storytelling, technical translation, presentation delivery |
| Marketing Execution | Campaign management, content creation, SEO/SEM, email marketing, ABM |
| Technical Fluency | SaaS architecture, API concepts, cloud infrastructure, development workflows |
| Analytics & Metrics | Pipeline analysis, conversion optimization, revenue forecasting, CAC/LTV modeling |
| Tools Proficiency | HubSpot/Salesforce CRM, Google Analytics, LinkedIn Sales Navigator, marketing automation |
| International Business | Cross-cultural communication, timezone flexibility, global market adaptation |

WHAT WE OFFER

- Competitive base salary with aggressive performance-based incentives and commission structure tied to revenue targets.
- Opportunity to shape the go-to-market strategy for cutting-edge AI-powered products from the ground up.
- Direct mentorship from the Founder with exposure to strategic decision-making and investor interactions.
- Equity/ESOP participation for exceptional performers (subject to company policy).
- Flexible hybrid work model based at T-Hub 2.0, Hyderabad — India's largest innovation ecosystem.
- International exposure with opportunities for US/UK client engagement and potential travel.
- Continuous learning budget for certifications, conferences, and professional development.
- Fast-track career growth in a high-impact role at an early-stage deep-tech company.

HOW TO APPLY

Send your resume, a brief cover letter explaining why you're the right fit for this role, and any relevant portfolio (campaigns you've run, deals you've closed, content you've created) to hello@stanzasoft.com with the subject line: "SaaS Marketing Manager — [Your Name]".

Shortlisted candidates will be invited for a structured interview process including a case study presentation and mock product demo.