

# Responsibilities

## HEAD OF SALES & MARKETING

### Key Responsibilities

- **Strategic Planning:** Develop and implement comprehensive sales and marketing strategies aligned with business objectives
- **Revenue Generation:** Drive revenue growth through effective sales strategies and customer acquisition initiatives
- **Brand Management:** Oversee brand positioning, messaging, and maintain consistent brand identity across all channels
- **Market Analysis:** Conduct market research to identify trends, opportunities, and competitive landscape
- **Campaign Management:** Plan and execute marketing campaigns across digital, social media, and traditional channels
- **Budget Management:** Develop and manage sales and marketing budgets, ensuring optimal ROI
- **Customer Relationships:** Build and maintain relationships with key clients and stakeholders
- **Performance Metrics:** Track and analyze sales and marketing KPIs, preparing regular reports for senior management
- **Product Development:** Collaborate with product teams to align offerings with market demands
- **Sales Forecasting:** Develop accurate sales forecasts and set realistic targets for the team
- **Partnership Development:** Identify and establish strategic partnerships to expand market reach

### Employees of sales & marketing

- **Sales Execution:** Execute sales strategies, manage client accounts, and achieve individual sales targets
- **Lead Generation:** Identify and qualify potential leads through research, networking, and outreach activities
- **Customer Engagement:** Build and maintain relationships with clients, understanding their needs and providing solutions
- **Marketing Campaigns:** Support campaign execution across digital channels, social media, email marketing, and content creation
- **Market Research:** Conduct research on market trends, competitor activities, and customer preferences
- **Content Creation:** Develop marketing materials, presentations, and sales collateral to support business objectives
- **CRM Management:** Maintain accurate records in CRM systems, tracking customer interactions and sales pipeline
- **Event Coordination:** Organize and participate in trade shows, conferences, and promotional events
- **Sales Reporting:** Prepare sales reports, track performance metrics, and provide updates to management
- **Brand Promotion:** Ensure consistent brand messaging across all customer touchpoints and marketing materials
- **Customer Support:** Address customer inquiries, resolve issues, and ensure high levels of customer satisfaction
- **Collaboration:** Work with cross-functional teams including product, R&D, and operations to align sales and marketing efforts

## HEAD OF R&D

### Key Responsibilities

- **Innovation Strategy:** Define and drive the R&D vision and innovation road map aligned with company goals
- **Product Development:** Lead the research, design, and development of new technologies and products
- **Technical Excellence:** Ensure technical quality, best practices, and maintain high standards in code and system architecture
- **Research & Analysis:** Stay current with emerging technologies, industry trends, and competitive landscape
- **Project Management:** Oversee R&D projects from conception to completion, ensuring timely delivery and budget adherence
- **Cross-functional Collaboration:** Work closely with product, engineering, sales, and marketing teams to align R&D efforts with market needs
- **Intellectual Property:** Manage patent strategy and protect company innovations through appropriate IP mechanisms
- **Prototyping & Testing:** Develop proof-of-concepts, prototypes, and conduct rigorous testing and validation
- **Technology Roadmap:** Create and maintain technology roadmaps that anticipate future market demands
- **Risk Assessment:** Identify technical risks and develop mitigation strategies for R&D initiatives
- **Documentation & Reporting:** Maintain comprehensive documentation and provide regular updates to executive leadership on R&D progress

## Employees of R&D

- **Research & Experimentation:** Conduct research on new technologies, methodologies, and innovative solutions to advance product capabilities
- **Prototype Development:** Design and build prototypes to test new concepts, features, and technical feasibility

- **Technical Implementation:** Develop and implement technical solutions, write clean code, and follow best practices
- **Documentation:** Create comprehensive technical documentation, research reports, and development guides
- **Technology Evaluation:** Assess emerging technologies and tools to determine their potential application and value
- **Problem Solving:** Identify technical challenges and develop innovative solutions to complex problems
- **Collaboration:** Work with cross-functional teams including product, engineering, and design to align R&D efforts
- **Data Analysis:** Analyze experimental results, performance metrics, and research data to inform development decisions
- **Proof of Concept:** Create proof-of-concept demonstrations to showcase new ideas and technical capabilities
- **Code Review:** Participate in peer code reviews and contribute to maintaining high technical standards
- **Continuous Learning:** Stay updated with industry trends, attend conferences, and continuously expand technical knowledge

## HEAD OF PRODUCT DEVELOPMENT

### Key Responsibilities

- **Product Strategy:** Define and execute product vision, strategy, and roadmap aligned with business objectives and market needs
- **Product Lifecycle Management:** Oversee entire product lifecycle from ideation through development, launch, and continuous improvement
- **Requirements Definition:** Gather and prioritize product requirements based on customer feedback, market research, and business goals
- **Production Oversight:** Manage production processes, ensuring quality standards, scalability, and operational efficiency

- **CI/CD Implementation:** Establish and maintain continuous integration and continuous deployment pipelines to accelerate release cycles
- **DevOps Practices:** Drive DevOps culture and implement automation tools for testing, deployment, and monitoring
- **Release Management:** Plan and coordinate product releases, managing version control and deployment schedules
- **Quality Assurance:** Ensure robust testing frameworks and quality gates are in place throughout the production pipeline
- **Infrastructure Management:** Oversee production infrastructure, monitoring systems, and incident response procedures
- **Performance Optimization:** Monitor product performance metrics and drive continuous optimization of production systems
- **User Experience:** Champion user-centric design and ensure products meet customer needs and expectations
- **Agile Methodology:** Implement agile development practices and lead sprint planning, reviews, and retrospectives
- **Resource Planning:** Manage product development budgets, resources, and capacity planning for production environments

## Employees of product development

- **Feature Development:** Build and implement new product features based on requirements and user stories
- **Code Development:** Write clean, maintainable code following established coding standards and best practices
- **Testing & QA:** Conduct unit testing, integration testing, and participate in quality assurance processes to ensure product reliability
- **Production Testing:** Execute comprehensive testing in production environments, including smoke tests, regression tests, and performance validation

- **CI/CD Pipeline Support:** Contribute to continuous integration and deployment workflows, ensuring smooth automated builds and releases
- **Production Monitoring:** Monitor production systems, identify issues, and respond to incidents promptly
- **Backup Management:** Implement and maintain backup strategies, verify backup integrity, and participate in disaster recovery planning
- **Bug Fixing:** Identify, troubleshoot, and resolve defects in development and production environments
- **Documentation:** Create and maintain technical documentation, user guides, and development specifications
- **Agile Participation:** Actively participate in sprint planning, daily standups, retrospectives, and other agile ceremonies
- **Code Review:** Review peers' code for quality, security, and adherence to standards
- **Performance Optimization:** Analyze and optimize application performance, scalability, and resource utilization
- **Deployment Support:** Assist with deployment activities, rollbacks, and production releases
- **Collaboration:** Work closely with product managers, designers, R&D, and other stakeholders to deliver high-quality products
- **Customer Feedback:** Gather and analyze user feedback to inform product improvements and enhancements