Company :	**Cogno AI**
Company Name :	**Cogno AI**
Nature Of Business :	**IT/Software**
Designation :	**Business Development Associate**
Tentative Job Location :	Currently remote, eventually Mumbai

You would be responsible for building a qualified Lead funnel for the company and pass it on to the Sales Team for closure.

The list of activities would include:

1. Direct Lead Generation
a. Making a list of potential Enterprise clients to who we can reach out.
b. Talking to our advisors, existing clients to see if they have the connection with someone in these potential clients.
c. Reaching out to the right decision-makers directly via platforms such as   LinkedIn, etc., and using tools like Lusha, EasyLeadz, etc.
d. Setting up the meeting with them so that the Sales Team can take it on from there.

2. Channel Partner Management
a. Managing leads via our existing channel partners.
b. Identifying and liaising with new channel partners, educating them about our solution, and building the right leads funnel from these channel partners.

3. Marketplace Management
a. Managing Leads from marketplaces like AWS Marketplace, Salesforce   Marketplace, etc.
b. Identifying new marketplaces where we can list so as to get more leads.

Description : (above)

Eligibilty :

Program	AE	BSBE	CE	CHE	CSE	EE	ES	ME	MSE	PHY	CHM	MTH	ECO	DES	IME	CGS	HSS	EEM	MSP	NET	PSE	Stats
BT	Yes	Yes	Yes	Yes	Yes	Yes	--	Yes	Yes	--	--	--	--	--	--	--	--	--	--	--	--	--
BS	--	--	--	--	--	--	Yes	--	--	Yes	Yes	Yes	Yes	--	--	--	--	--	--	--	--	--
MT	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	--	--	--	--	--	Yes	--	--	Yes	Yes	Yes	Yes	--
DoubleMajor	Yes	Yes	Yes	Yes	Yes	Yes	--	Yes	Yes	Yes	Yes	Yes	Yes	--	--	--	--	--	--	--	--	--
dual	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	--	--	--	--	--	--	--	--	--
dualB	Yes	Yes	Yes	Yes	Yes	Yes	--	Yes	Yes	Yes	Yes	Yes	Yes	--	Yes	--	--	Yes	--	Yes	Yes	--
dualC	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	--	--	--	--	--	--	--
Mdes	--	--	--	--	--	--	--	--	--	--	--	--	--	Yes	--	--	--	--	--	--	--	--
MBA	--	--	--	--	--	--	--	--	--	--	--	--	--	--	Yes	--	--	--	--	--	--	--
Phd	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
MSc	--	--	--	--	--	--	--	--	--	Yes	Yes	Yes	--	--	--	--	--	--	--	--	--	Yes
MSR	Yes	Yes	Yes	Yes	Yes	Yes	--	Yes	Yes	--	--	--	--	--	Yes	--	--	--	--	Yes	--	--

Cost to Company :	**INR 6 LPA**
Package Details :	**Fixed: INR 480000** **Performance variable: Up to INR 1,20,000**
Bond :	**True**
CPI CutOff :	**0.0**
Bond Details :	**6 months; INR 1,00,000**
Medical Requirments :	
Resume Shortlist :	**True**
Resume Shortlist Criteria:	**Skill set**
Aptitude Test:	**False**
Group Discussion:	**False**
Technical Test:	**False**
Technical Interview:	**True**
Technical Interview Duration:	**1 hour**
Number of Techincal Interview Rounds:	**3**
HR Interview:	**True**

| **HR Interview Duration:** | **45 mins** |
| **Additional Information:** | **Assignment and 1 day Cogno AI experience** |