

Job Description

Role / Position Title	Digital Initiative (special Projects)
Grade	GM
Designation	Product Manager
Reporting Manager	Lead – Co-lending, Channels & UPI

Job Summary –

We are seeking a seasoned professional to drive revenue growth and market expansion through strategic partnerships and alliances. The successful candidate will develop and execute partnership strategies, analyze market trends, and collaborate with cross-functional teams to drive business growth.

Objective and Scope of the Position –

- To develop and sustain a robust revenue growth engine, driving continuous revenue flow for PFL through strategic partnerships and alliances, focusing on both external and internal channels.
- Develop and execute open-source partnership strategies to drive revenue growth and expand market reach.
- Analyze market trends and competitor activity to identify opportunities for revenue growth and market expansion.
- Design and implement go-to-market strategies for open-source-based solutions and services.
- Identify and collaborate with strategic tech-partners to leverage their technology, expertise, and market presence, fostering mutually beneficial relationships.

Detailed Role & Responsibility of the Position –

- Develop and execute open-source partnership strategies to drive revenue growth and expand market reach
- Identify and pursue strategic partnerships with key technology companies, startups, and industry leaders
- Collaborate with cross-functional teams to develop and implement partnership plans
- Foster strong relationships with partners to drive revenue growth
- Analyze market trends and competitor activity to identify opportunities for growth

- Design and implement go-to-market strategies for open-source-based solutions and services
- Collaborate with internal stakeholders to ensure effective execution of partnership strategies
- Manage budgets and track key performance indicators (KPIs) to measure partnership success
- Continuously monitor and evaluate partnership strategies, making adjustments as needed

Professional Experience

- 10+ years in strategic partnerships, business development, or related field
- Proven track record of developing and executing successful partnerships
- Experience with open-source technologies, market analysis, and cross-functional team collaboration
- Strong negotiation, project management, and analytical skills
- Familiarity with industry best practices and emerging trends in strategic partnerships

Education Background:

- Bachelor's degree in Business Administration, Computer Science, Engineering, or a related field
- Master's degree in Business Administration (MBA) or a related field preferred
- Relevant coursework in business development, marketing, finance, and strategy