



Designation	Head of Sales and AI Technology Sales - APAC
Business Unit	Sales and Business Development
Location	Mumbai
Experience	10+ Years
Qualification	Master's degree in business or related field

About Us

Prime Focus Technologies (PFT) is the technology subsidiary of Prime Focus, the global leader in media and entertainment industry services. PFT brings together a unique blend of Media and IT skills backed by a deep understanding of the global media and entertainment industry.

Prime Focus Technologies (PFT) is the creator of CLEAR® and CLEAR®AI. CLEAR® is an award-winning Hybrid Cloud-enabled Media ERP Suite that automates the content supply chain and builds a connected enterprise. It offers streaming platforms, studios, and broadcasters transformational AI-led technology and media services powered by the cloud that help them lower their Total Cost of Operations (TCOP) by automating their content supply chain.

PFT works with major companies like Walt Disney-owned Star TV, Channel 4, ITV, Sinclair Broadcast Group, A&E Networks, Warner Media, PBS, CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Showtime, HBO, NBCU, TERN International, Disney+ Hotstar, BCCI, Indian Premier League and more.

Prime Focus is listed on the NSE and BSE in India. For more information visit:

www.primefocustechnologies.com

Who should apply?

If you're a sales leader who loves technology and Artificial Intelligence, this opportunity is just for you. We're looking for sharp, energetic, and meticulous sales professionals who are passionate about implementing SaaS solutions leveraging cutting edge developments in Artificial Intelligence that transform the status quo for customers, driving scale and efficiencies.

Job Description

As the Head of SaaS & AI Sales for APAC region, you'll be spearheading Business Development & Sales programs to maximize revenue growth in the region. It is a strategic sales leadership role focusing on business development, channel partner development & key account management. You'll devise go-to-market strategies and pursue business development, direct sales & indirect channel strategies as applicable. You'll be responsible for building, managing, and developing the technology clientele; creating a methodical, data-driven sales process; filling and driving the sales pipeline, and closing enterprise-level deals across APAC.

RESPONSIBILITIES:

- Drive sales, aggressively expand the customer base and generate new revenue for our SaaS product line – CLEAR, and our AI product line – Vision Cloud
- End to end Business Development activities to increase mindshare and consideration for our products
- Develop and nurture channel partner relationships
- Designing, creating, and leading go-to-market campaigns
- Build and maintain strong relationships with senior executives at existing and potential customers
- Lead in-person customer presentations to C-level executives, including information discovery sessions, product demonstrations, and proposals
- Engage with prospects to understand their unique and specific pain points and produce compelling business cases to meet their needs



- Contact potential prospects from personally generated research to build a robust sales pipeline
- Develop and implement a scalable sales process from prospecting/demand generation through contract execution
- Work with internal team members to ensure successful onboarding and implementation process
- Leverage CRM data to construct, forecast, and manage sales activity and drive pipeline to meet revenue targets and company goals
- Collaborate with internal product teams and provide customer feedback to shape future development
- Work closely with the Leadership Team to provide input on the growth of the business and align revenue strategy with overall company objectives
- Understand the competitive landscape and market trends

REQUIREMENTS AND QUALIFICATIONS:

- 10+ years of experience in B2B/Enterprise software sales with an emphasis on SaaS sales
- Experience in entire sales value including Business Development, Channel Management, and Direct Sales preferred
- Strong track record of delivering sales outcomes
- Demonstrated ability to develop and lead a high-performing sales team
- Experience with inside and field sales, new logo acquisition
- Passion, drive, and the desire to be a part of a growing team that makes a difference for both the company and our customers.
- Exceptional in-person, verbal, and written communication skills and must be comfortable presenting alone in front of large groups
- Ability to work in an entrepreneurial work environment
- Master's degree in business or related field