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I.K. GUJRAL PUNJAB TECHNICAL UNIVERSITY JALANDHAR, KAPURTHALA
Office of Corporate Relations & Alumni

Ref. No. IKGPTU/CRA/...61.....

Dated. April 18/2024

Directors/Principals
All the University Campuses, Institutes & Colleges
Affiliated with IKG PTU

Sub: DeltaX - Joint Campus Online Placement Drive.

Dear Sir/Madam

I K Gujral Punjab Technical University invite students of its campuses & affiliated colleges to participate in DeltaX - Joint Campus Online Placement Drive as per the below mentioned details:-

Designation : **Profile 1:-** Business Development Manager
Profile 2:- Sr. Growth Consultant (**Both JDs are attached**)

Course/ Stream : MBA (Any Specialization)

Salary Package : **Profile 1:-** INR 8.00 LPA
Profile 2:- INR 6.00 LPA

Job Location : Bangalore, Hyderabad, Chennai, Bhopal, Indore, Kolkata, Siliguri, Guwahati, Delhi, Ludhiana, Lucknow, Mumbai, Pune and Jaipur

Batch Eligible : 2024 passing out

Selection Process : Online Screening round & Online Interview

Interested students may register at the below mentioned link:-

https://docs.google.com/forms/d/1t8GjCHN2z1Wlo-Snq_3uk9jKhhjt0YojwVTfOcpELIA/edit

You are requested to kindly direct the Training & Placement Officer/Coordinator of your college/campus to share the information with the concerned students. **Last date of online registration is April 22, 2024 before 1300 hrs.**

Date & Time of the placement drive will be informed later on.

With profound regards,


Er. Navdeepak Sandhu
Deputy Director (T&P)

“Propelling Punjab to a prosperous Knowledge Society”

I.K. Gujral Punjab Technical University
Jalandhar-Kapurthala Highway, Kapurthala -144 603. Phone : 01822-282580, 282549
E-mail : placements@ptu.ac.in Website : www.ptu.ac.in

Position: Business Development Manager

About DeltaX:

DeltaX is a Data-Driven Digital Advertising Platform built for Agencies and Advertisers to optimally plan, design, buy, track, attribute and report ad campaigns across search, social media, display RTB, Mobile, Video and other media channels. Founded in 2012, the platform serves as the pioneer in the Advertising Technology Industry. The cutting edge technology has empowered digital marketing teams across the globe with deep insights, automated ROI based spends optimization, activating award winning technology- driven campaigns.

About Business Development Manager role:

DeltaX is looking for a motivated and number driven Business Development Manager to join our Growth and Sales team. You will be responsible for developing new leads, communicating with potential customers. This is a consultative sales role where you play an important role fostering companies growth initiatives focussing on our Product(/s), Market(/s) (Region/ Country) and Industry vertical(/s) assigned to you.

Your day to day responsibilities shall encompass:

- Understanding the product offering, sales narrative and the target customer/ company profile
- Manage the existing sales pipeline, follow through on the opportunities to deal closures and client onboarding
- Action leads, identify opportunities, introduce the product to prospects, ascertain client needs and build commercial proposals
- Responsible for leading sales presentations to demonstrate the platform and explain the key capabilities to potential customers
- Work with the leadership team to plan for a strong business pipeline and achieve it
- Qualify leads basis their final requirements and close deals
- Set, track progress of the goals of the Sales team to achieve the term plan
- Manage the day to day operations of the Sales team

What you'll need to succeed in the role:

- Proficiency in Microsoft Office and CRM software such as Salesforce.com, Hubspot, Zoho, etc is a must
- Proven experience of achieving targets of Inside Sales or Direct Sales or Channel Sales is a must for this role
- Excellent oral, written communication and project management skills with a high level of business acumen
- Must be able to thrive in a fast paced environment and be motivated to take on a new challenges
- Demonstrated ability to take initiative and work independently as well as in a team environment
- Must be Proactive, Organized and Results Oriented with a strong sense of ownership
- Culture sensitivities as you will likely be interacting with prospects in different market(/s)

Position: Sr. Growth Consultant

About DeltaX:

DeltaX is a Data-Driven Digital Advertising Platform built for Agencies and Advertisers to optimally plan, design, buy, track, attribute and report ad campaigns across search, social media, display RTB, Mobile, Video and other media channels. Founded in 2012, the platform serves as the pioneer in the Advertising Technology Industry. The cutting edge technology has empowered digital marketing teams across the globe with deep insights, automated ROI based spends optimization, activating award winning technology- driven campaigns.

About Sr. Growth Consultant role:

DeltaX is looking for a motivated, well-spoken, number driven Sr. Growth Consultant to join our Growth and Sales team. You will be responsible for developing new leads, communicating with potential customers. This is a consultative sales role where you play an important role fostering company's growth initiatives focussing on our Product(/s), Market(/s) (Region/ Country) and Industry vertical(/s) assigned to you.

Your day to day responsibilities shall encompass:

- Understanding the product offering, sales narrative and the target customer/ company profile
- Manage the existing sales pipeline, follow through on the opportunities to deal closures and client onboarding
- Action leads, identify opportunities, introduce the product to prospects, ascertain client needs and build commercial proposals
- Responsible for leading sales presentations to demonstrate the platform and explain the key capabilities to potential customers
- Research and reach out to prospective customer
- Qualify leads basis their final requirements and close deals
- Manage the day to day operations of Sales

What you'll need to succeed in the role:

- Proficiency in Microsoft Office and CRM software such as Salesforce.com, Hubspot, Zoho, etc is a must
- Proven experience of achieving targets of Inside Sales or Direct Sales or Channel Sales is a must for this role
- Good verbal, written communication and project management skills with a high level of business acumen
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