

Designation	Lead Consultant – Presales & Client Solutions
Business Unit	Sales and Business Development
Location	Mumbai
Experience	7-10 Years
Qualification	B.E./B.Tech + MBA from leading institutions (Preferably in Computer Science/IT/Systems)

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?

- The ideal candidate will have a passion for innovation and a desire to make a meaningful impact in the Media and Entertainment industry by using SaaS technology with artificial intelligence and machine learning.
- She/He has demonstrated expertise in providing innovative solutions that empower customers to optimize their workflows, increase monetization, and drive business growth through the power of technology.
- She/He will play a pivotal role in driving the success of our sales efforts by effectively communicating the value proposition of our SaaS AI solutions to prospective clients in the Media and Entertainment industry.

Job Description

- Collaborate closely with the sales and marketing teams to understand client requirements, identify key stakeholders, and develop tailored solutions that address specific customer needs.
- Conduct in-depth technical presentations and demonstrations of our SaaS AI products and solutions to potential clients, showcasing their capabilities and benefits.
- Serve as a customer advocate, providing expert guidance on how our technology can help solve their business challenges and achieve their strategic objectives.
- Act as a liaison between the sales, product development, and customer success teams, providing valuable insights and feedback gathered from client interactions.
- Stay informed about industry trends, emerging technologies, and competitor offerings to effectively position our solutions in the marketplace.
- Collaborate with the product management team to gather customer feedback and contribute to the ongoing refinement and enhancement of our product offerings.



Detailed Role Description

- Confident, articulate, synthesize complex business requirements to provide optimal technical & business solutions, demonstrate business acumen and be able to drive collaboration with internal and external teams.
- Create opportunities for our technology by participating in sales process, communicating value proposition, demonstration of capabilities and understanding customer needs.
- Independently drive technical solutioning, response and estimation on opportunities (RFI/RFP's/ proactive).
- Analysing customer needs, mapping it to product requirements and defining overall solution
- Define win strategy, lead deal commercials and overall pricing strategy
- Rally internal teams around common objective of providing optimal solution to customer and larger industry priorities
- Anchor customer conversations in the sales cycle, plan opportunity specific demo and POC.
- Create custom pitches and demonstrations at different deal stages to address multiple stakeholder personas from CXOs, technical and business stakeholders to end users.
- Liaising with Product teams and anchor strategic Proof of concepts and guided demos
- Identify new opportunities in strategic ongoing programs for upsell and cross-sell, doubling up as a client partner for specific accounts.
- Understand market needs, conceptualize and lead productized GTM solutions.
- Support sales account planning and account strategy initiatives.
- Enable product reach through active evangelization - whitepapers, blogs and participation in webinars, industry forums.
- Develop and maintain collaterals and templates to standardize best practices

Qualifications and Key Skills:

- B.E./ B.Tech + MBA from leading institutions (Preferably in Comp.Sc/IT/Systems)
- 7 – 10 years of relevant experience in technology product organizations, SaaS companies or leading SIs
- Tech savvy with previous experience as a pre-sales architect.
- Sharp thinking and fast learner. Ability to quickly grasp customer requirements, conceptualize solutions and present ideas.
- Outstanding executive-level interpersonal and written communication skills, with the ability to effectively navigate difficult conversations and mediate to healthy outcomes
- High degree of intellectual curiosity and ability absorb new concepts quickly
- Maintaining regular and appropriate communication and governance with both internal and external executive teams to ensure alignment and transparency, inclusive of regular business reviews.
- Self-starter and entrepreneurial with bias for action and experience making things happen in a fast-paced, dynamic environment.
- Previous exposure of B2B SaaS product models is preferred.
- Strong technical knowledge of broadcast workflows, OTT streaming platforms, automation, MAM and AI technologies (Preferred but not mandatory)