

Dear Job Aspirant,

We wish to connect with you for below position of **Business Development**

* Designation: **Business Development Executive**
* Qualification: Bachelor’s degree in Agriculture, Technology, Business, or a related field
* Location: Pune
* Experience: 5+ years

**Company Profile :**

Founded in 1999, Softdel (a UNIDEL company) connects devices, enterprises, and people. Our distinctiveness lies in simplifying enterprise connectedness in smart buildings and smart factories creating unprecedented benefits for our customers and their eco-systems. Headquartered in Stamford, CT, USA, with offices in Japan, and India, we deliver domain expertise and technology-driven solutions to help companies turn digital challenges into opportunities. Our two-decade-long product engineering experience of serving global leaders in the automation & controls industry has catapulted Softdel to an enviable position in the Industrial and Buildings IoT value chain.

For more information, visit [www.softdel.com](http://www.softdel.com). Follow on [LinkedIn](https://www.linkedin.com/company/softdel/) and [Twitter](https://twitter.com/softdelsystems?lang=en).

**JOB Description:**

As a Business Development Manager in the AgriTech sector, you will be responsible for driving business growth by identifying and capitalizing on new market opportunities. You will focus on building relationships with stakeholders, including agri machinery companies, seed companies, agri fertilizer companies, and agri finance companies to promote innovative agricultural technologies from Softdel. Your role involves developing and executing sales strategies, managing partnerships, and staying updated on the latest AgriTech trends to enhance the company’s market presence.

**Key Responsibilities:**

* Identify and pursue new business / partnership opportunities in the AgriTech market by partnering with agri machinery companies, seed companies, agri fertilizer companies and agri finance companies.
* Drive sales growth and achieve revenue targets.
* Analyze market trends to align business strategies.

**Qualifications:**

* Bachelor’s degree in Agriculture, Technology, Business, or related field.
* Experience in sales / business development in the agri machinery / seed / fertilizer space
* Excellent communication, negotiation, and strategic planning skills.