



Business Development Executive

Roles & Responsibilities:

- Develop and execute a comprehensive business development strategy for cybersecurity and networking markets.
- Conduct thorough market research to identify high-growth industries and customer segments. Generate and qualify leads, nurturing them into a strong sales pipeline
- Collaborate cross-functionally to create tailored solutions for client needs
- Deliver persuasive sales presentations and proposals highlighting product value. Cultivate and maintain relationships with key stakeholders
- Drive partnership programs to increase sales through strategic alliances
- Negotiate contracts and close deals to meet sales targets
- Utilize CRM tools to track sales progress and metrics
- Stay updated on industry trends and competitive landscape
- Represent the company at industry events to enhance brand presence.

Qualifications: (6 Months - 1 year)

- Candidate should have a proper hold on **"Tamil Language"** for client interactions.
- Bachelor's degree in relevant field; advanced degree preferred.
- Proven success in cybersecurity, networking, or technology sales
- Strong grasp of cybersecurity concepts and effective communication skills
- Results-driven with adaptability and proficiency in sales tools
- Analytical with professionalism and willingness to travel (Domestic/ International)

Benefits of working with us: -

- Benefits of both worlds - Enthusiasm & Learning Curve of a Start-Up, Deliveries & Performance of an Enterprise Service Provider.
- The sky's the limit when it comes to learning, growth & ideas.
- We do not follow the typical corporate hierarchy ladder.
- Medical insurance, gratuity, and provident fund.
- As part of our dedication to an inclusive and diverse workforce, Kratikal is committed to Equal Employment Opportunity without regard for race, color, national origin, ethnicity, gender, protected veteran status, disability, sexual orientation, gender identity, or religion.

About Us: -

Threatcop Inc. is a leading People Security Management(PSM) company and a sister concern of Kratikal. It is helping organizations to reduce the impacts of cyber threats by strengthening the cybersecurity posture of employees. With a focus on reducing social engineering and email-based attacks, we transform employees from the weakest link to the strongest line of defense.

Serving over 250+ large enterprises and 600+ SMEs across 30+ countries ,Threatcop assists clients in sectors such as E-commerce, Finance, BFSI, Healthcare, Manufacturing, and Telecom with clients like Axis Bank, Gail India, ONGC, MaxLife Insurance, Daman Insurance, UNICOIL, NPCI, Tata Consumer Products and many others. We are a USA-based company, headquartered in Noida with offices in Mumbai, Pune, Bangalore, Chennai, Dubai, and Riyadh.

We use the A-A-P-E (Assess, Aware, Protect, Empower) framework to deliver effective products such as TSAT, TLMS, TDMARC and TPIR to tackle evolving cyberthreats. By focusing on preventing human error, our People Security Management (PSM) approach empowers organizations to foster a culture of cybersecurity awareness to tackle modern cyber threats.

For more details, visit us at: www.threatcop.com