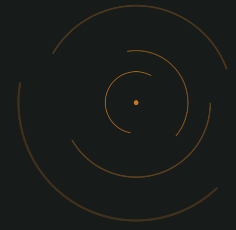


STIMITA MOTION CONTROL

PRECISION MOTION SYSTEMS FOR DEFENCE · PUNE, INDIA

General Manager – Sales & Marketing

REVENUE, BRAND & MARKET DEVELOPMENT — PAN-INDIA



LOCATION	Pune, Maharashtra — On-site (base)
REPORTS TO	Founder / CEO
TEAM	Responsible for the complete marketing team
EXPERIENCE	5+ years
TRAVEL	Domestic, pan-India — approx. monthly
PREREQUISITE	Prior service in the Indian Army, Navy, or Air Force — required
EMPLOYMENT TYPE	Full-time, permanent

ABOUT STIMITA

Stimita designs and manufactures custom actuators, servo drives, motion controllers, encoders, gearboxes, slip rings and hand-grip systems for defence and industrial platforms — from gimbals and remote control weapon system to unmanned ground vehicles. We're a small, engineering-led team building precision hardware end-to-end, from prototype to production, for customers including DRDO, BARC, HAL, BEL, and Bharat Forge.

ABOUT THE ROLE

We're hiring a General Manager – Sales & Marketing to be responsible for revenue generation and brand-building for Stimita end-to-end, including leading the complete marketing team — any future marketing hires report to you. This is a combined role: you'll generate and qualify leads, travel across India to visit customers and prospects, negotiate and close deals, and set the direction and day-to-day management for the marketing team feeding that pipeline. Expect domestic travel roughly monthly, to client sites, institutional buyers, and industry events. You'll report directly to the founder/CEO and be responsible for both the top of the funnel and the close.

KEY RESPONSIBILITIES

Sales & Business Development

- Be responsible for the full sales cycle — prospecting, lead qualification, client visits, negotiation, and deal closing — for institutional, defence, and industrial clients across India.
- Travel across India (approx. monthly) to visit customers, prospects, and attend industry/defence exhibitions.
- Build and manage a pipeline against a revenue target, with regular forecasting and reporting to the founder/CEO.
- Develop and maintain relationships with existing accounts to drive repeat business and referrals.

Team Leadership

- Be responsible for the complete marketing team and any future marketing hires.
- Set priorities, review work, and make the final call on marketing strategy and execution across the team.
- Manage team workload, performance, and growth as marketing headcount expands.
- Be accountable for the team's output — successes and shortfalls alike sit with you, not just with whoever executed the work.

Brand & Content

- Set the strategy for Stimita's brand positioning across digital and offline channels, directing the marketing team's execution.
- Ensure the team creates technical marketing collateral — case studies, product sheets, website content — that speaks credibly to engineering and defence-sector audiences.
- Be responsible for the company's digital presence — website content, LinkedIn, and other channels relevant to institutional and defence buyers.

Campaigns & Market Development

- Plan and run marketing campaigns to build awareness among target defence and industrial clients.
- Represent Stimita at industry and defence exhibitions across India, building visibility in relevant circles.
- Track campaign and pipeline performance, and adjust strategy based on what's actually converting.

Tender & Proposal Support

- Develop technical-commercial proposal and tender collateral for government and institutional bids.
- Coordinate with engineering on technical scoping for client-specific proposals.

Reporting & Coordination

- Report directly to the founder/CEO on pipeline, revenue, and marketing performance.
- Manage external vendors — design agencies, printers, exhibition organizers — as needed.

WHAT WE'RE LOOKING FOR

- Prior service in the Indian Army, Navy, or Air Force or Related field— required. This is non-negotiable given the role's dependence on defence-establishment relationships and credibility.
- 2+ years in sales and/or marketing since transitioning out of service, ideally with exposure to B2B, industrial, engineering, or defence-sector clients.
- Proven track record of being responsible for a sales cycle end-to-end — not just generating leads, but closing them.
- Comfortable with monthly domestic travel to visit clients and prospects across India.
- Experience creating technical marketing content, or a fast ability to learn unfamiliar technical subject matter (servo drives, actuators, motion controllers) well enough to sell and write about it credibly.
- Comfortable being responsible for both strategy and hands-on execution — you'll lead a small marketing team while personally driving sales, not delegate sales away entirely.
- Strong negotiation, relationship-building, and written communication skills.

WHAT WE OFFER

- Responsibility for revenue and brand as a combined function, not a narrow lead-gen or content role.
- Direct access to and regular working contact with the founder/CEO.
- A front-row seat in a growing defence-engineering company building hardware that ships to DRDO, BARC, HAL, BEL, and Bharat Forge.
- Competitive compensation, commensurate with experience.

HOW TO APPLY

Send your resume and a short note or portfolio to career@stimitamc.com with the subject line “General Manager – Sales & Marketing — Pune.”