



## EXECUTIVE DIRECTOR

### Job Profile:

The incumbent will be reporting to the Managing Director and CEO and will be responsible for developing and executing business strategies against agreed growth plans of the Company. He will head the three SBUs viz. Switchgear, Electrical Repair and Projects and will lead the respective teams to achieve budgetary targets of turnover, profits for a sustainable growth.

### Job Description:

- Improve the company's market share in all the three business areas by introducing a customer focused culture and continuously improve the systems to support smooth business operations.
- Lead the marketing and order execution teams in developing a brand image for company's products and services in terms of Quality, Delivery and value for the price paid by the customer.
- Resource Planning by way of manpower, plant and machineries, finance etc.
- Lead the Applications Research team in developing new products and improving existing ones
- Overall leadership and mentoring to owners of different business functions reporting to him for a sustained Organizational Growth

### Qualification:

An Engineer, preferably with an MBA.

### Experience:

The candidate should have around 15-20 years experience in the Electrical sector with thorough knowledge of market conditions, contacts with customers. He should be a person with proven track record.

### Age :

Preferably around 50 years

### GENERAL:

Preference will be given to SC/ST/OBC candidates. Relaxations will be as per Government directives. Remuneration will be commensurate with experience and qualifications and relaxation in qualifications, experience, etc., will be made only in the case of deserving candidates. Eligible candidates should forward their applications to DGM(HR&IR), Biecco Lawrie Limited, P-54 Hide Road Extension, Kolkata 700 088 within fifteen (15) days from the date of publication of the advertisement.