



Market Segment Leader (Railways)

Company Profile:

A growing German Subsidiary engaged in Marketing, Sales, After-Sales Service, Installation & Commissioning of Electrical Condition Monitoring Systems, with a special reference to electrical safety is a promise to our customer. Having tailor made solutions for every application from Power Generation, Industry, Hospital to latest Electric Vehicle Ecosystem.

Excellent opportunity for the right candidates to grow along with the organization. We are “PARTNER FOR ELECTRICAL SAFETY”

Locations:

Bangalore / Mumbai (with pan-India travel)

Role Purpose

Own and scale Bender India's Railways business across electrification, signaling, and rolling stock by leading sales, business development, key account management, approvals, and cross-functional execution. Deliver growth with disciplined budgeting, accurate forecasting, and on-time deliveries.

Key Responsibilities

1. Strategy, Budget & Forecast
 - Build and own the annual business plan (order intake, revenue, margin, segment P&L).
 - Run quarterly forecasting and funnel reviews; maintain $\geq 3\times$ pipeline coverage.
 - Define segment pricing, discount corridors, and bid/no-bid strategy with finance.





2. Sales & Business Development

- Drive new logo acquisition and expand share in existing Railway zones/PSUs.
- Lead tendering/bid management, commercial negotiations, and contract closure.
- Develop partner network (EPCs, SIs, consultants) to extend reach and capacity.

3. Approvals, Standards & Compliance

- Lead RDSO approvals/certifications for relevant products and systems, including renewals and variant approvals.
- Track changes to Railways specifications/standards; translate into product and bid requirements.
- Build and defend technical compliance matrices during tenders and audits.

4. Key Account Management

- Own executive relationships across Railway Board, Zones, PSUs (e.g., DFCCIL), production units, CLW, ICF, and major EPCs/SIs.
- Create multi-year account plans with opportunity maps, wallet sizing, and competitor displacement plays.

5. Delivery Coordination & After-Sales

- Coordinate S&OP with supply chain, production, and logistics to secure OTD (On-Time Delivery) commitments.
- Drive project handover, site readiness, FAT/SAT planning, and documentation.
- Escalation point for warranty/field issues; ensure structured RCA and closure.

6. Training & Enablement

- Run a training calendar for internal sales, partners, and Railway stakeholders (technical workshops, application notes, demo labs).
- Create standard bid toolkits: specs, BoMs, compliance notes, case studies.





7. Solution Development & Localization

- Capture Voice of Customer (VoC); drive product localization and new solution proposals (e.g., insulation monitoring for signaling IT systems, traction substations, rolling stock, portable fault location).
- Lead pilots/PoCs and prepare business cases for HQ/Global BU approval.

8. Governance & Reporting

- Weekly CRM hygiene, funnel metrics, forecast accuracy, and risk register.
- Prepare dashboards for MD and global stakeholders; ensure audit readiness.

9. Key Performance Indicators (KPIs)

- Order intake & revenue vs. budget; gross margin %
- Forecast accuracy ($\geq 85\%$), pipeline coverage ($\geq 3\times$)
- RDSO approvals achieved/maintained
- On-time delivery rate and project milestone adherence
- Key account growth, win rate in tenders, and new logos
- Training sessions delivered; NPS/CSAT for key accounts

Qualifications & Experience

- B.E./B.Tech. (Electrical/Electronics/Power); MBA preferred.
- 6–8 years in Railways/Power/Industrial sectors with tendering and government sales.
- Hands-on with RDSO processes, technical compliance, and project execution.
- Familiarity with insulation monitoring, earth fault/RCM, IFL or related safety systems is a plus.
- Strong commercial acumen, stakeholder management, and cross-functional leadership.

How to Apply:

Interested candidates are invited to submit their CV and a brief cover letter to: abila.jose@bender-in.com.

