



Empowered to **Lead**,
Equipped to **Innovate**.

Building The Next Chapter Of



JOB DESCRIPTION

Regional Head- Business Development

ABOUT UNITILE

- For three decades Unitile continues to shine as a beacon of innovation and trust in the building materials industry. As **India's No.1 Raised Access Floor Brand** and a proud recipient of **Asia's Prestigious Rising Brand (2021) by BARC**, we have consistently set industry benchmarks.
- Our commitment to innovation and quality has earned us place among **India's Top 25 Best Workplaces™ in Manufacturing 2025** and the esteemed **Great Place to Work® Certification**. These accolades reflect our dedication to fostering a positive, collaborative work culture where employees feel valued, empowered, and motivated to excel.
- Specializing in modular indoor and outdoor raised flooring systems, structural ceilings, partitions, and acoustics, we enhance spaces with intelligent designs that seamlessly blend form and function. With a proven track record of over **15,000+ clients and over 100 million sq. ft. of successful workplace transformations worldwide**, our dynamic team continues to drive innovation and deliver value.
- As we look ahead, we remain committed to shaping smarter, more sustainable spaces, ensuring that our legacy of excellence continues to thrive for years to come.

ROLE OVERVIEW

The Regional Head – Business Development will drive Unitile’s RAF market expansion by identifying new opportunities, geographies and market segments- influencing early-stage project decisions, and securing specifications in high-value corporate interior projects. The role focuses on engaging key stakeholder: Clients, PMCs, architects, and designers-to guide them toward adopting Unitile RAF solutions

This is a strategic market development role, centered on stakeholder influence, account qualification and specification-led pipeline creation, not on direct sales execution or project coordination.

KEY RESPONSIBILITIES

Market Development & Specification Influence

- Identify potential clients, segments, and industries with high potential for raised floor adoption.
- Position Unitile RAF as the preferred solution across corporate interior projects.
- Drive brand and product specification into project documents, BOQs, and design submissions.
- Prepare and ensure inclusion of Unitile’s **make-list** in all relevant tenders, design packs, and procurement frameworks.
- Engage early in the project lifecycle to shape client awareness, solution fit, and decision direction.
- Conduct market mapping, competitor analysis, and opportunity assessment for expansion.
- Generate long-term strategic opportunities in commercial real estate sector.

Stakeholder Engagement & Relationship Building

- Build strong connect with corporate clients (CRE / workplace / admin leaders), PMC consultants, Architects & Design Studios (studio heads, design leads), Co-working players, workplace consultants, MEP consultants, and corporate real estate teams.
- Position the company and its raised floor solutions with specifiers to secure product specifications.
- Influence technical approvals, design recommendations, and procurement preferences in favor of Unitile.
- Represent the brand in industry forums, events, exhibitions, and trade networks.

Lead Generation & Opportunity Creation

- Develop a robust pipeline of potential, early stage and qualified projects for the sales team.

- Identify early-stage project opportunities and qualified leads with the regional sales team.
- Build partnerships with contractors, developers, and channel partners.

Strategic Insights & Market Intelligence

- Monitor market trends, technology advancements, customer needs, and competitive landscape.
- Provide insights and recommendations to leadership for market entry, pricing, and positioning.
- Work with marketing teams to tailor campaigns for targeted new markets.

Cross-functional Collaboration

- Work closely with the sales, estimation, marketing, and product teams to ensure alignment on strategy.
- Work in partnership with the sales team to pursue and convert opportunities influenced through specifications and stakeholder engagement.
- Maintain active involvement through the sales cycle as a strategic partner, while commercial submissions, pricing, tendering, and execution remain with the sales and operations teams.

Brand Development & Institutional Positioning

- Strengthen Unitile's brand visibility and presence across newly targeted regions and strategic accounts.
- Build long-term institutional relationships with clients, PMCs, architects, designers, and influencers to establish sustained trust and preference for Unitile RAF solutions.
- Engage in pre-sales advocacy without getting involved in negotiation or order booking.
- Position Unitile as the preferred standard for quality, durability, and reliable RAF performance in workplace and commercial projects.

REQUIRED SKILLS & COMPETENCIES

- Demonstrated track record of building and scaling B2B pipelines from prospecting to conversion.
- Expertise in solution selling and ability to translate customer pain points into value propositions.
- Strong relationship-building capability with CXO-level decision makers and influencers.
- Ability to manage long sales cycles while maintaining momentum and stakeholder alignment.
- Skilled in account mapping, territory planning, and channel/partner ecosystem development.
- Strong analytical capability to forecast revenue, analyze trends, and prioritize high-opportunity segments.
- Adaptive and resilient, able to navigate uncertainty and competitive pressures.

- Comfortable with CRM adoption, pipeline hygiene, and accurately reporting sales performance.
- Customer-centric mindset with commitment to after-sales relationship growth and retention.
- Collaborative, cross-functional approach to work with marketing, product, and delivery teams to close deal

QUALIFICATION AND EXPERIENCE

- Bachelor's degree in business, Sales, Marketing, or related field; MBA preferred.
- 10+ years of progressive sales experience, including 6+ years in a senior leadership capacity.
- Deep exposure to building materials, construction, corporate interiors, workspace solutions or raised flooring sector.
- Demonstrated success in scaling revenue and consistently exceeding targets.
- Established relationships with Direct clients, architects, PMC, designers, and construction ecosystem.
- Strong pipeline management, forecasting accuracy, and strategic account development capability.
- Exceptional communication, negotiation, and stakeholder influencing skills.
- Comfortable navigating complex deals with multiple technical and commercial decision-makers



A place where you don't have to choose between **growth** and **belonging**. A career that challenges you. A culture **that supports you**. A team that **celebrates you**.

For recruitment or career inquiries, reach out:

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