Precision Gear Transmissions

https://www.precisiongear.in/job/senior-sales-executive-b2b-industrial-gearboxes-outbound-lead-conversion-2/

Senior Marketing Manager – Strategic OEM Partnerships & Industrial Growth

Hiring organization
Precision Gear Transmissions Co.

Employment Type
Full-time

Job Location
W-44, Additional, MIDC, 415004, Satara, Maharashtra, India, Maharashtra, India

Date posted
November 4, 2026

Description

We are looking for a technically sound and relationship-driven **Senior Marketing Manager** to join our manufacturing setup in **Satara, Maharashtra**. The primary objective of this role is to establish, grow, and secure long-term partnerships with Original Equipment Manufacturers (OEMs) across industrial automation, heavy machinery, renewable energy, and material handling sectors.

Rather than broad digital or mass marketing, this high-impact position focuses on highly targeted account management and technical positioning to embed our **planetary gearboxes** into OEM product designs. Trade shows and industrial exhibitions are highly selective (2 to 3 key events per year) and will serve as targeted platforms to solidify these OEM relationships.

Responsibilities

- **Strategic OEM Relationship Building & Mapping:**
    1. Identify, map, and penetrate high-potential OEMs across India to establish our planetary gearboxes as the preferred built-in component for their machinery.
    2. Formulate and execute tailored account-penetration strategies, bridging the gap between our engineering capabilities and the OEM's design requirements.
    3. Act as the marketing anchor for long-cycle institutional sales, developing targeted corporate presentations, competitive replacement frameworks, and value propositions for Chief Engineers and Procurement Heads.
- **Targeted Trade Event Strategy:**
    1. Plan, coordinate, and execute the end-to-end strategy for 2–3 premium industrial exhibitions annually (e.g., EXCON, IMTEX, or relevant sector-specific expos).
    2. Utilize these selective exhibitions primarily as high-touch engagement hubs to host existing OEM partners, display custom engineering capabilities, and close pipeline deals.
- **Technical Product Positioning & Sales Enablement:**
    1. Collaborate deeply with our Satara-based R&D and applications engineering teams to create robust technical profiles, case studies, and customized catalogs.
    2. Translate technical specifications (gear ratios, torque density, backlash ratings, efficiency curves) into persuasive commercial arguments that prove total cost of ownership (TCO) savings to OEMs.
- **Market Intelligence & Application Discovery:**
    1. Monitor industrial clusters, competitor offerings, pricing shifts, and emerging engineering trends to spot new custom manufacturing opportunities.
    2. Feed market insights back to the product development team to align our planetary drive engineering with future OEM demands.

Qualifications

- **Education:**
  B.E. / B.Tech in Mechanical or Industrial Engineering is highly preferred; an MBA or Post-Graduate degree in Marketing/Business Development is a distinct advantage.
- **Experience:**
  1. 7+ years of core B2B industrial marketing or strategic business development experience, with a proven track record of influencing long-cycle OEM adoption.
  2. Deep exposure to power transmission, motion control, geared motors, heavy machinery components, or allied precision manufacturing sectors.
- **Core Competencies:**
  1. Strong technical understanding of mechanical systems (reduction ratios, shaft configurations, input/output torque dynamics).
  2. High-level negotiation, corporate presentation, and consultative relationship-building skills.
  3. Capability to manage vendor networks for high-quality exhibition stall setup and collateral production on a selective basis.
- **Location & Mobility:**
  Base location is full-time in **Satara, Maharashtra**, with the flexibility for domestic travel to visit OEM plants, engineering hubs, and selective exhibitions.

Job Benefits

- **Salary: As per Industry Standards** (commensurate with background, engineering knowledge, and OEM network strength).
- Standard corporate travel allowances, performance-linked incentives tied to strategic OEM onboarding, and health benefits are included.