

Job Description

General Manager – Sales (Government Projects)

Domain: IT / Education / Technology Services

Location: Karnataka

Reporting To: Senior Management / Board

Role Overview

The **General Manager – Sales (Government Projects)** will be responsible for driving **revenue growth and strategic business development** across **Karnataka State Government** initiatives spanning **IT, Education, Digital Transformation, and Technology-enabled services**.

This role demands deep expertise in **government tendering and procurement frameworks**, policy-aligned sales cycles, **DPR development**, and senior-level engagement with **IAS officers, Secretaries, Directors, and key government stakeholders**. The incumbent will play a critical role in positioning the organization as a trusted long-term partner to the Government.

Key Responsibilities

- Lead **end-to-end government sales** across IT solutions, EdTech, digital learning platforms, ERP, e-Governance, and technology services.
- Identify, qualify, and pursue **tenders, RFPs, RFQs, EOIs, and empanelment** across government departments and PSUs.
- Own the **complete tender lifecycle**, including opportunity assessment, bid strategy, documentation, submission, negotiations, and closure.
- Prepare and review **Detailed Project Reports (DPRs)**, technical proposals, solution architectures, and executive presentations.

- Build and sustain strong working relationships with **IAS officers, Secretaries, Directors, and senior government officials**.
- Represent the organization in **pre-bid meetings, product demonstrations, negotiations, and policy-level discussions**.
- Ensure strict adherence to **government procurement norms, GeM portal processes**, and statutory compliance requirements.
- Drive seamless **handover from sales to project execution teams** to ensure delivery success post-award.

Key Performance Indicators (KPIs)

- Number of **qualified government opportunities** identified per quarter
- Number of **tenders / RFPs successfully submitted**
- **Bid win ratio** (technical and commercial success rate)
- **DPR and proposal quality score** (internal reviews and client feedback)
- **Pipeline value vs. target achievement**
- Depth and strength of relationships with **key government departments**
- **Timely and compliant submissions** with zero technical disqualifications

Revenue Targets

- Achievement of **annual government revenue targets** as defined by management
- Quarterly pipeline build-up of **3x–4x the annual revenue target**
- Minimum annual **order book additions** aligned with growth strategy
- Strong focus on **repeat business and scale-up projects** from existing departments

Performance Metrics

- Revenue achieved vs. annual target (%)
- Tender success rate (%)
- Average deal size and year-on-year project value growth
- Contribution to **strategic and flagship government projects**
- Government department satisfaction and referenceability
- Compliance adherence and audit outcomes

Eligibility & Experience

- **12–15 years** of experience in **Government / PSU sales**, preferably within **Karnataka State Government projects**.
- Strong exposure to **IT solutions, EdTech platforms, digital education systems, ERP, and e-Governance initiatives**.
- In-depth understanding of **Karnataka State Government tendering and procurement frameworks**.
- Proven expertise in authoring **DPRs, large technical proposals, and complex bid documents**.
- Established professional relationships with **IAS officers and senior government stakeholders**.

Educational Qualifications

- Bachelor's degree in **Engineering, Technology, or Management**
- **MBA or relevant postgraduate qualification** preferred

What We Offer

- A **senior leadership role** with direct impact on government revenue growth
- Opportunity to lead **large-scale, high-impact IT, Education, and Digital Transformation projects**
- **Competitive compensation** linked to performance and outcomes

About Vidwath

Vidwath is a technology-driven education and software solutions company with 10+ years of proven impact. Over the past decade, Vidwath has built deep expertise in EdTech, while steadily expanding into software services, digital platforms, and technology-enabled solutions for enterprises and government institutions.

With a strong foundation in academic excellence, scalable technology, and governance-led growth, Vidwath is now positioned as a Software Services and Solutions Company, with education being one of its key verticals. As the organization enters its next phase of growth and long-term value creation, Vidwath is strengthening leadership, systems, and governance to support scale and future capital market initiatives.