

Dear Job Aspirant,

We wish to connect with you for below position of **Lead BD- Development**

* Designation: Lead Business Development
* Qualification: Bachelor’s degree in agriculture, Technology, Business, or a related field
* Location: Mumbai
* Experience- 5+ years in Sales and Marketing (AgriTech / Real Estate / Urban Solutions preferred)

**Company Profile :**

CultivaDX is an innovative venture focused on transforming urban spaces into thriving green ecosystems through tech-enabled urban farming solutions. At CultivaDX, we blend modern agricultural practices with cutting-edge IoT and automation technologies to make farming possible on rooftops, in gated communities, corporate campuses, and public spaces.

Our goal is to make cities greener, healthier, and more self-sufficient, while creating new business models for urban food production. We work closely with real estate developers, agri-finance institutions, and sustainability-driven organizations to bring urban farming mainstream.

CultivaDX is backed by Softdel, a UNIDEL company with over two decades of global leadership in IoT and smart technology solutions. Headquartered in Stamford, CT, USA, with offices in Japan, and India, Softdel delivers domain expertise and technology-driven solutions to help companies turn digital challenges into opportunities This strong foundation gives CultivaDX a unique edge in delivering scalable, tech-powered farming platforms with proven engineering expertise.

Founded in 1999, Softdel (a UNIDEL company) connects devices, enterprises, and people. Our distinctiveness lies in simplifying enterprise connectedness in smart buildings and smart factories creating unprecedented benefits for our customers and their eco-systems. Headquartered in Stamford, CT, USA, with offices in Japan, and India, we deliver domain expertise and technology-driven solutions to help companies turn digital challenges into opportunities. Our two-decade-long product engineering experience of serving global leaders in the automation & controls industry has catapulted Softdel to an enviable position in the Industrial and Buildings IoT value chain.

For more information, visit [www.softdel.com](http://www.softdel.com). Follow on [LinkedIn](https://www.linkedin.com/company/softdel/) and [Twitter](https://twitter.com/softdelsystems?lang=en).

**JOB Description:**

**Roles and Responsibilities:**

We are seeking an energetic and experienced Business Development Manager to drive market expansion and build partnerships for our urban farming solutions. You will play a key role in identifying opportunities, engaging with customers and partners, and establishing CultivaDX as a leader in the urban AgriTech space.

You should have a solid background in sales and marketing, ideally in AgriTech, real estate, or urban infrastructure projects, and a passion for sustainable innovation.

**Key Responsibilities:**

* Identify and build relationships with potential customers including real estate developers, urban planners, corporates, agri-finance institutions, and municipal bodies.
* Develop and execute effective go-to-market strategies for CultivaDX’s technology-driven urban farming solutions.
* Own the sales lifecycle – lead generation, prospecting, pitching, negotiating, closing, and post-sales engagement.
* Collaborate with marketing, product, and technical teams to tailor solutions as per customer needs.
* Track and analyse market trends, competitor offerings, and emerging opportunities in the urban agriculture and sustainability sectors.
* Represent CultivaDX at industry events, expos, and networking forums to enhance visibility and credibility.
* Experienced in implementing secure development methodologies, ensuring robust protection of sensitive data and systems integrity.

**Essential Skills:**

* Minimum 5 years of experience in business development/sales in AgriTech, Urban Development, Smart City, or Real Estate domains.
* Strong network in the agriculture or real estate industry will be a big plus.
* Proven track record of meeting/exceeding revenue targets and building partnerships from scratch.
* Excellent interpersonal, communication, and consultative selling skills.
* Comfortable with tech-driven product offerings and a fast-paced startup-like environment.
* Passionate about sustainability, green technologies, and the future of farming in cities.
* Target Oriented & Team Player. Positive attitude & Go-getter