

JOB PROFILE: CHIEF BUSINESS OFFICER, IKOO BU

Aspire Impact Ratings Pvt. Ltd.

Aspire Impact (or Aspire), a leading social enterprise in ESG, Sustainability and Impact Measurement, is seeking to hire a Chief Business Officer for our IKOO Business Unit. IKOO is our SaaS platform for online ESG, Sustainability & Impact Assessments, Reporting and Ratings. This is a long-term work-from-home opportunity, reporting to the Chief Executive Officer of the IKOO Business Unit. We welcome women returning to the workforce who may have been off the workforce for 5-10 years.

Background

Aspire Group was founded in 2007. It has launched three initiatives over the past 15+ years: Aspire Education, Aspire Circle and Aspire Impact.

Aspire Education (www.aspireeducation.in), our first social enterprise focused on Employability and Skills Development, Aspire pioneered Employability Education in India, training over 65,000 unemployed youth in Tier 2/3 cities for new economy jobs. It received many awards and recognitions, including the \$100,000 McNulty Prize from The Aspen Institute, India's Top50 Initiatives from Business Today, Young Turk from CNBC and Education Czar from HT-MINT.

Aspire additionally founded Aspire Circle (www.aspirecircle.org), a not-for-profit initiative, in 2007, to promote enlightened social leadership. It builds and scales three impact initiatives- Fellowships, Scholarships, and Internships, to catalyze India's leadership capabilities in social and environmental impact. Aspire Circle has over 275 Fellows and has awarded 33 scholarships since inception in 2007. Since 2020, Aspire Circle is also home to the Impact Future Project, a thought-leadership platform which brings together over 300 business, investment, and non-profit leaders to unlock private capital for public good.

About Aspire Impact

Aspire Impact (www.aspireimpact.in) is a social enterprise focused on ESG, Sustainability and Impact Measurement. Aspire Impact is India's first Impact Rating & Certification initiative with an independent, 4P (Product, People, Planet & Policy) Impact Assessment standards framework. It awards Green Leaf, Silver Leaf, Gold Leaf and Platinum Leaf ratings to organizations based on its impact assessment. It is also the Commissioner and Knowledge Partner of the Impact Future Project (IFP). Aspire currently offers the following products:

1. Comprehensive Impact Assessments (Corporate Edition)
2. Comprehensive Impact Assessments (NPO/CSR Edition)
3. Comprehensive Impact Assessments (BFSI Edition)
4. ESG Impact Ratings
5. ESG Risk Ratings
6. Impact Specialist Program
7. Impact Future Project
8. IKOO

Aspire is currently growing its 23-member team, by hiring 7 more team members across two Business Units: Impact Assurance BU and IKOO BU.

About IKOO

Ikoo is a global, multi-lingual, digital platform, to be launched in Q1, 2024, for corporations, investors, and non-profits, to assess and measure Impact in a standardized and comparable manner. It catalyzes the ESG, Sustainability & Impact movement with online standards-based assessments, comparisons and benchmarking using public and proprietary impact data, and Impact Ratings to differentiate organizational impact performance.

Chief Business Officer: Role & Responsibilities

The CBO must be mission-minded, self-starter and determined executive passionate about Sales as a functional area and ESG, Sustainability & Impact as a sector. S/he will ideally be between 40-50 years of age, with >15 years' experience, and, be prepared for a startup experience. S/he may or may not have any prior Social Impact or Development sector experience but must have solid Sales experience.

The key responsibilities will include but not be limited to the following:

1. **Evolve and Execute Go-To-Market Sales Strategy for IKOO:** Develop and sharpen the sales strategy with focus on SaaS model for ESG, Sustainability & Impact Assessments, Reporting & Ratings. As part of the planning exercise, the CBO will do detailed Competitor mapping with Pricing benchmarks to help position IKOO. Setup methodical, data-driven sales processes.
2. **Deliver Revenue & Customer Targets:** Drive sales, aggressively expand the customer base and generate new revenue. You'll be responsible for consulting with C-Level executives and helping them understand how Aspire Impact can help them measure ESG better, build long-term capabilities for achieving Net Zero, Carbon Neutrality, Triple Bottom Line, Circularity, SDGs, etc.
3. **Manage and Execute Sales Pipeline, Processes & Channels:** Setup both captive teams and third-party channels for sales. Hire and train team members, appropriate for a start-up environment, and setup sales quotas & incentive plans. Manage the sales pipeline from lead generation to sales closure, completing need assessments, writing proposals, negotiating, closing, managing the account, receivables, account renewals and MIS.
4. **Collaborate with the Marketing Team in Lead Generation:** (1) Keep sharp focus on all our media assets (Websites, LinkedIn, Twitter, Instagram, Facebook, Flickr & YouTube) and help grow following & viewership for lead generation; (2) Create Campaigns directly and/or work with external agencies as required to get clients to test-drive and adopt IKOO; and (3) Host events/conferences or participate in 3rd-party conferences/events to showcase IKOO (e.g., in industry body meetings of different sectors)
5. **Specialisation:** You should specialise in a few sectors (e.g., BFSI, Automotive, Food & Agri, IT/ITeS, Education or Health) to create market mapping of best practices in ESG / sustainability / impact assessment to engage with clients and to ensure near-100% sectoral coverage between yourself and the team members
6. **Internal Presentations & Reporting:** Structure, edit and improve internal presentations & documents, including sales kit. Write excellent persuasive proposals. Transparently report your Monthly Sales Pipeline, MIS and Time Sheets. Make regular presentations at quarterly Board Meetings, Investor Meetings, etc. Report KPIs on sales cycle, win-loss rates, market share, sales by channel, conversion rates by channels, % repeat clients, years' subscription signed, etc.

7. **Voice of Customers:** Actively seek and solicit, formally through annual VOC surveys and informally, the voice of customers, both for overall sales & service delivery and also for prioritizing IKOO development and release cycles in subsequent years.

Qualifications

As a start-up in a new sector, the person should be flexible and adaptable to emerging realities and trends- the above products may change a lot with the market developments. S/he must therefore possess the following qualifications:

- Post Graduate Degree in Business or Social Development
- Minimum of 15 years' sales experience. Experience in the Impact Sector is desirable
- Detail-orientation
- Technology-orientation with some experience of SaaS business models
- Strong English-level communication skills (written and verbal)
- Established track record of performance

Please send your CV at vrashali.chawla@aspireimpact.in/ jobs@aspireimpact.in