

A modern office interior with a purple overlay. The space features a high ceiling with exposed pipes and three large, dark, dome-shaped pendant lights. On the left, there is a black metal shelving unit filled with various items, including books, plants, and decorative objects. In the foreground, a blue armchair and a small wooden table are visible. In the background, a white sofa and a wooden coffee table are positioned. The floor is made of light-colored wood.

zapr

Practice Lead Government Initiatives Revenue, Delhi

About us:

ZAPR Media Labs is an early stage media-tech company operating at the intersection of mobile advertising, digital signal processing and data analytics. We're seeking to better understand the media consumption preferences of billions of individuals and build a bridge between the offline and online worlds, providing real cross-device audience engagement capabilities to brands and agencies. We've developed a proprietary audio content recognition platform that analyses the television viewership of over 500 TV channels, radio and cinema and profiles millions of users on their media consumption.

Deployed across millions of smartphones, Zapr has rapidly grown into one of the world's largest media consumption repositories and audience platforms, ushering in greater transparency and efficiency into media planning, media analytics and audience engagement. We're venture funded and are backed by global media conglomerate - 21st Century Fox & Star India, as well as Flipkart and Saavn, and VC funds and angel investors from Singapore, Europe, US and India.

Headquartered in Bangalore, with a presence of our teams across Bangalore, Delhi and Mumbai we're currently one of the industry's leading research facilities in ACR/media detection technologies, and we're building some exciting technology platforms - across data analytics and ad-tech space at massive scale - that can leverage our media consumption data and enable content owners and brands to identify, connect and engage with their target audiences across the offline (TV) and online (Mobile, Apps, Social) universe.

Additionally, we're also expanding beyond audio into the exciting domains of image and video recognition.



Practice Lead Government Initiatives

Role and Responsibilities

Practice Lead Government Initiatives is an exciting opportunity for professionals with a high penchant for setting up industry practice from scratch. Aligned to the Revenue team the Role in its inception will involve the following key responsibilities:

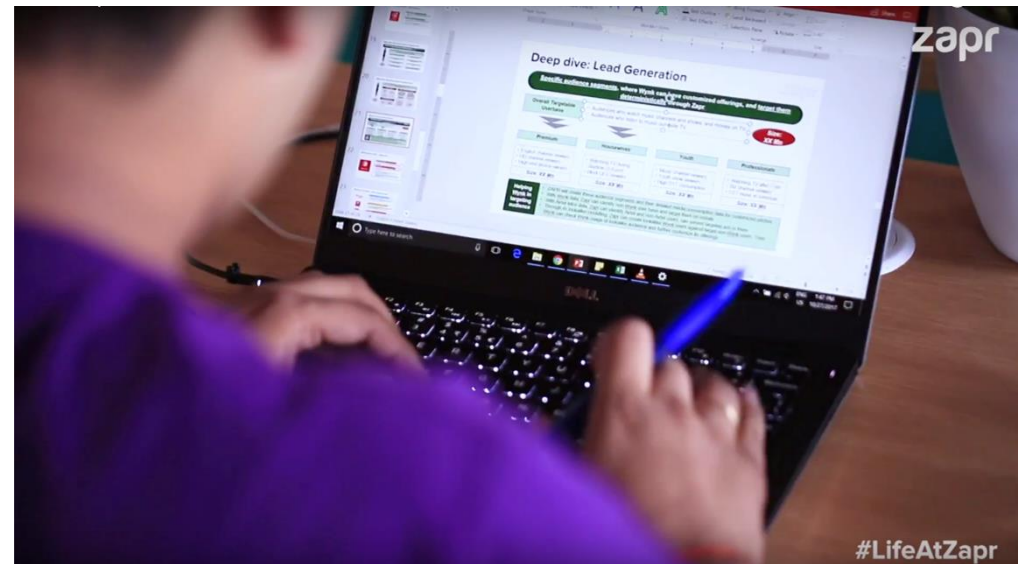
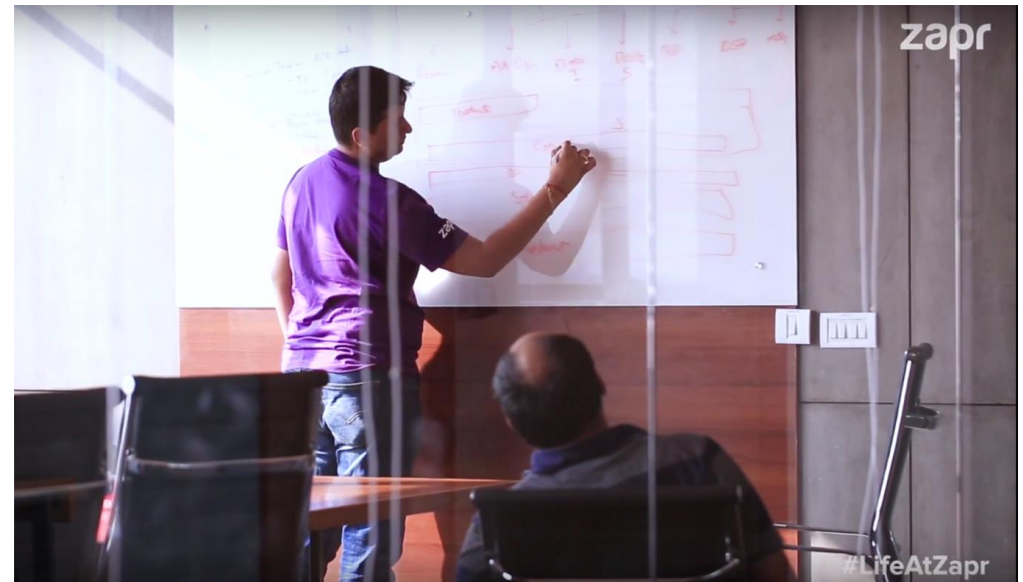
- Envision and set up the strategy for establishing the Government business practice for Zapr
- Map and evaluate the vertical's market space (Government / central and state ministries and departments)
- Manage group of external consultants working on creating networking opportunities within the sector
- Build and Develop effective working partnerships / alliances with the relevant government departments
- Identify opportunities for translating, conveying and providing Zapr Solutions for the sector
- Generate regular business and revenues from the sector
- Work closely with Zapr leadership to adapt and align the practice to market needs



Skills that will be crucial to success

If You -

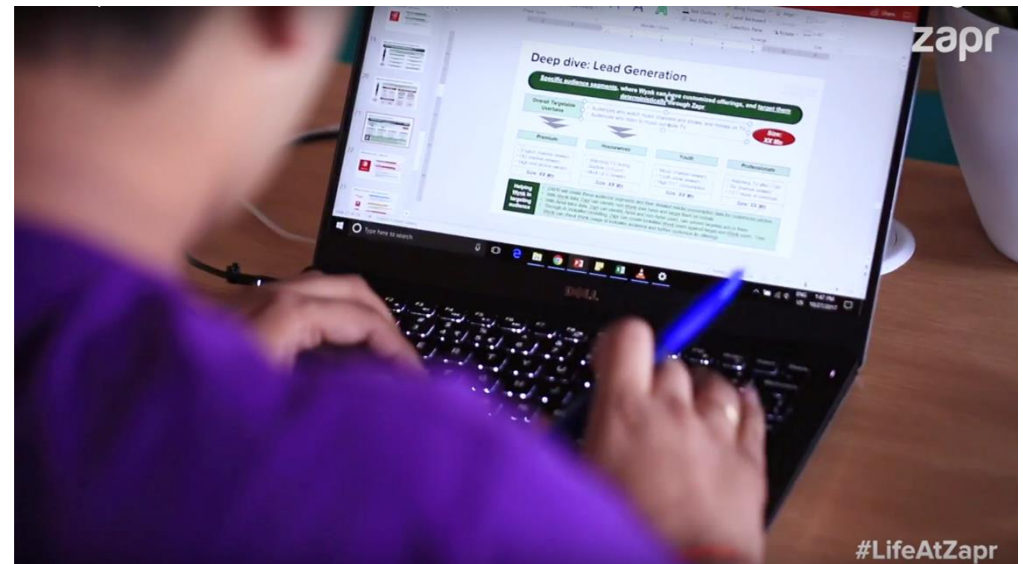
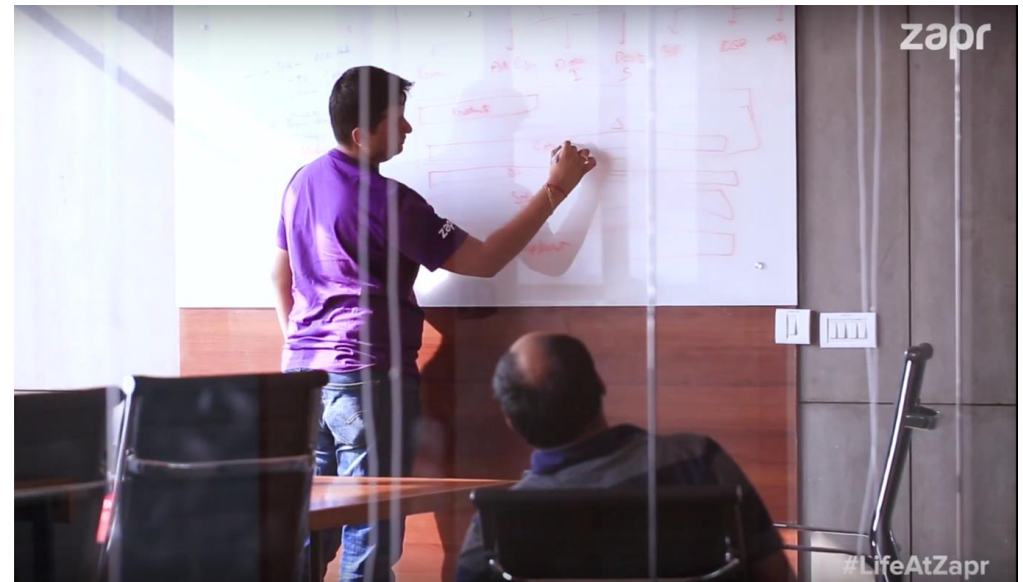
- Thrive on shaping business and market opportunities, from conceptualization to execution
- You possess exceptional communication skills, are a confident presenter, and can fluently articulate and make pitches in Hindi and English
- You enjoy networking and have been establishing effective business relationships through your social skills
- Are able to seek and drive discussions, and presentations with senior government officials, ministries, at Central and state levels
- Enjoy wading through chaos and dealing with ambiguity
- Operate with an incredibly high bias towards action
- Believe and demonstrate a high level of empathy as well as teamwork and inter-personal skills
- Possess entrepreneurial skills and would love to work independently and are self motivated



Education and Experience

- MBA (preferably from a top tier B-School)
- Prior experience in Consulting roles working with the Central Government ministries/ Departments
- Exposure to setting up key accounts / making in roads into new government segments, from scratch will be advantageous
- Experience as broadcaster sales team lead - who may have handled government business

If this excites you Reach us @ Sowmya@zapr.in with your resume / a write up on your professional journey and aspirations.



Why Zapr?

Our Values

Build the un-built

We're inventing the future with disruptive technology; we're lifelong learners

Own it

We own it from idea to implementation

Choose to be Nice

We're friends first, colleagues later

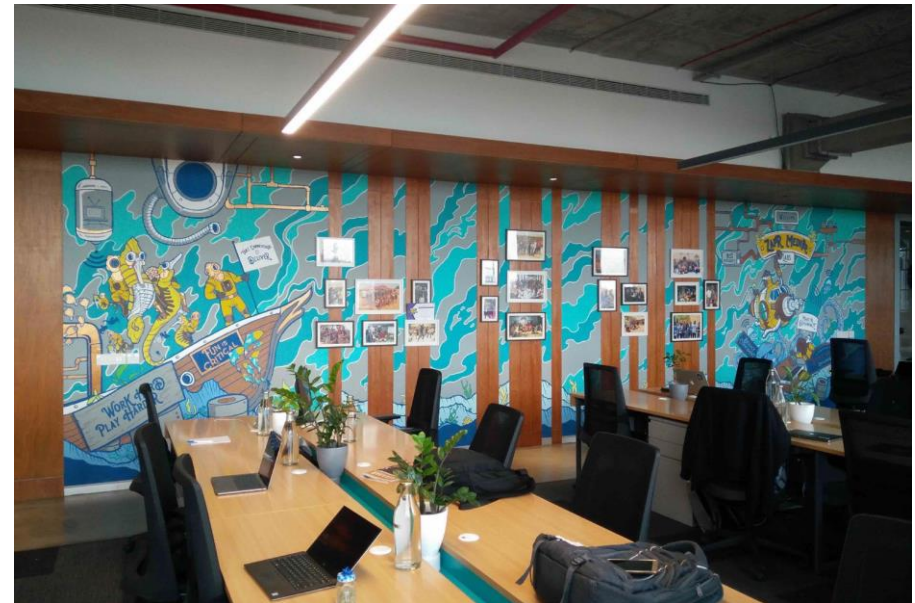
We listen, think and speak

We hear each other out and speak our minds. We're open to ideas, people and the possibility of being wrong.

Strive for candor

We're genuine and authentic, with our team, partners and clients.

Learn more about our values and culture at <https://www.zapr.in/culture/>
Follow #LifeAtZapr



We believe that the best work happens when we live fulfilling lives. Our culture and work norms reflect our philosophy – so at Zapr-

- Our work hours are super flexible.
- We have an amazing office @ Bangalore (and co working office spaces in Delhi and Mumbai) with access to amenities like a great office environment, cafeteria, breakout zones to name a few.
- We have various internal clubs - Outdoor/Indoor sports, Music, Books. We look forward to you starting your own club too :)
- Most importantly you work with like minded people and our employees often meet best friends at work !

#LifeAtZapr - The team talks!



Archit Seth

Archit works in the Engineering team at Zapr. Watch what makes him happy and solve crucial problems everyday

<http://bit.ly/2JrrU2w>



Suzanne Sangi

Suzanne works as a Sr. Content Writer at Zapr Media Labs. Watch her talk about what makes her life at Zapr amazing!

<http://bit.ly/2NkuSZe>

REVIEWS

“Good tech problems to solve, good culture where you can try better solutions, very clear goals & lots to learn are the biggest pros at Zapr.”

Current Employee - Senior Engineering Manager in Bengaluru

“I have been with this company for close to an year. Having experienced working with few other companies/startups before, I believe the work environment and culture the CXO's and VP have created and sustained over my tenure is commendable and unique. The work is satisfying in terms of scope of learning and their innate challenges. The team is pretty young and working together on different problems is fun.”

Current Employee - Anonymous Employee

“Great culture. Tremendous scope in terms of learning & exploring new things. Highly talented workforce. Focused & driven leadership team. A great place to work. Everyone is friendly and approachable.”

Current Employee - Anonymous Employee

“Lovely atmosphere: Zapr is an amazing place to work. Everyone out here is very friendly, ever approachable and always jolly. People help each other and truly work as a team. Great level of trust, dedication, technical knowledge and maturity from a young team.”

Current Employee - Software Engineer in Bengaluru



**"It always seems impossible
until it's done."**

#BuildTheUnbuilt

Apply now: www.zapr.in/team