

CHIEF EXECUTIVE OFFICER
WASHINGTON UNIVERSITY – INDIAN INSTITUTE OF TECHNOLOGY BOMBAY EXECUTIVE MBA
PROGRAM

DESCRIPTION:

The Managing Director is responsible for leading and managing the Washington University-IIT Executive MBA Program. The person works with both schools equally and reports to the Dean at the Olin Business School and to the Dean of International Relations at IIT. The person is responsible for ensuring the financial viability of the EMBA program, in strategizing its positioning and in raising the profile of the program, its students and institutions. The position carries overall responsibility for strategy, outreach, marketing, admissions and administrative aspects of the program and accounting as well as compliance activities of IWREA. Overall, the Managing Director is responsible for making the program successful.

DUTIES:

1. EMBA Program Leadership
 - a. Set the program strategy, subject to approval by the Dean at Olin and the Dean of International Relations at IIT, over a 3 to 5 year time horizon.
 - b. Work with the Senior Associate Deans for Programs at Olin Business School and the program Academic Director of SJSOM to staff the program's courses.
 - c. Provide leadership and advice in joint activities involving Olin and SJSOM in the EMBA programs (e.g., residencies).
 - d. Provide market intelligence to the stakeholders about positioning of the program vis-à-vis other competing programs including fees, curriculum, delivery, format and such other aspects
 - e. Hire, develop, and retain a program office support staff with the capabilities necessary to achieve the program's objectives.
 - f. Work with Academic Directors to maintain the academic and professional integrity and culture of the program (students, faculty, staff).
 - g. Monitor the program's processes and operations to ensure that they are in full compliance with all policies, laws, and regulations that govern both universities.
2. Financial Management
 - a. Prepare an annual budget categorizing the financial resources generated by the program and the expenditures that will be necessary to implement its strategy.
 - b. Ensure that the program has adequate financial controls and operates within its approved budget and in a manner consistent with the policies and regulations of the two partner schools.
 - c. Prepare a financial close for the program's revenue and expenses at the end of each academic year.
3. Relationship Management
 - a. Maintain an effective two-way communication channel between the two partners. Provide guidance and protocol for facilitating communications.
 - b. Facilitate learning between the two schools so that each benefits from the other's expertise.

- c. Provide inputs to the stakeholders about positioning of the program vis-à-vis other competing programs including fees, curriculum, delivery, format and such other aspects

4. Recruiting and Admissions

- a. Develop an annual marketing and recruiting strategy for attracting high quality EMBA candidates, meeting short and long-range enrollment targets, and building the program's brand.
- b. Develop and implement the overall media plan in print, digital and social media based on calibration of past results and new trends/ opportunities.
- c. Lead and participate in the implementation of the annual marketing and recruiting strategy, including meeting with potential candidates, coaching staff, and encouraging students and alumni to refer candidates to the program.
- d. Ensure the quality and effectiveness of all marketing and recruiting materials.
- e. Participate in business and management education professional associations to increase awareness of the program in the business community and among other academic institutions.
- f. Develop awareness and relationships with corporates to ensure a steady pipeline of applicants.

Key Performance Indicators

Performance will be evaluated during an annual performance review. The key performance indicators to be evaluated will include:

- a) The enrollment in successive batches.
- b) The breadth and depth of relationships developed with corporates.
- c) The financial performance of the program.
- d) The smooth functioning of the operations of the program as evaluated by the Academic Director.
- e) The strength of the application pipeline and the rate of conversion of the enquiries into enrolled students.

REQUIREMENTS:

- 1. MBA or equivalent degree preferred.
- 2. Five years of experience in a general management role with full P&L and strategic responsibility preferred.
- 3. Demonstrated ability to develop and manage people and processes.
- 4. Ability to build teams and lead effectively with limited formal authority.
- 5. Demonstrated interpersonal and communication (writing and speaking) skills.
- 6. Ability to work effectively with diverse groups including administrators, faculty, staff, and students.
- 7. Ability to represent the School effectively with corporate executives and other academic institutions.
- 8. Experience in organizing and conducting special programs.

If interested please send a copy of your CV to hod@som.iitb.ac.in and cc to gopalan@wustl.edu.