

## Eligibility Criteria & Opportunity Details – Vembu Technologies

Eligibility Criteria		Interview Process	
<b>Tenth</b>	60	Online Test	
<b>Twelveth</b>	60		
<b>UG</b>	60		
<b>Standing Arrears</b>	Not allowed	Face to Face Interview	
<b>History of Arrears</b>	Allowed		

**Gender:Both**

<b>Designation: Product Consultant</b>	<b>B.E/B.TECH (All Departments Allowed)</b> This opportunity only for 2018 passed out only
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### **Company Profile**

Vembu is a leading provider of a portfolio of software products and cloud services to small and medium businesses for more than a decade. Vembu’s vision is to make software and cloud services very affordable for the hundreds of thousands of small and medium businesses worldwide.

Vembu’s flagship offering is the BDR Suite of products meant for on-premise, offsite, cloud backup and disaster recovery across diverse IT environments including physical, virtual, applications and endpoints.

Since 2002, Vembu’s industry-recognized data protection solutions have delivered tangible value to more than 60,000 businesses worldwide through a network of 4000+ partners (MSPs/VARs & Resellers).

Some of the business products of Vembu Technologies include

- Vembu BDR Suite
- Vembu VM Backup
- Vembu Image Backup
- Vembu Network Backup
- Vembu OffsiteDR
- Vembu CloudDR

### **Job Description:**

**Designation: Product Consultant**

### **SKILLS & COMPETENCIES:**

- Strong analytical skills to understand customers and competitors to devise marketing strategies.
- Excellent communication(written and verbal) and presentation skills in English language is compulsory.
- Strong aptitude for Marketing & Brand Building
- Remain fully informed on market trends, other parties researches and implement best practices

### **ROLES AND RESPONSIBILITIES:**

Research customers' opinions, buying habits, preferences, wants/needs and identify methods of marketing and distribution

- Research and collect data on competitors' tactics, market conditions and consumer demographics
- Engage global advertising vendors, industry experts, influencers, IT news agencies, etc.
- Examine a campaign's return on investment
- Analyze marketing metrics to identify cause and effect relationships.
- Be familiar with advanced statistical analysis and research methodologies, along with common computer programs.
- Reporting and presentation of the marketing ideas and metrics to management
- Determine brand perceptions and reputations
- Evaluate market penetration
- Develop groups and solicit customer feedback

**Facilities Extended by Employer:**

Free Meals and Snacks employees during working hours

**Salary Package**

3Lacs CTC

**Work Location:**

**Chennai**

***Bond | Contract: No***

**Thanks & Regards,**  
**S.Hema Sathia,**  
**Recruitment\_Executive**  
**Mob: +91-9884032584**  
**Mail: [hema@employabilitybridge.com](mailto:hema@employabilitybridge.com)**  
**Web: [www.employabilitybridge.com](http://www.employabilitybridge.com)**

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