

## General Information

Job Title	Regional Channel Manager
Direct Manager	General Manager (Regional Sales Director)

## Job Summary

The Regional Channel Manager is responsible for recruiting, qualifying, signing, and building partner relationships with Value Added Resellers (VARs), agents, and partners within an assigned territory, to resell Optimiza services and solutions. Channel Manager must be able to recruit new partners as well as manage existing partner relationships. He must be able to demonstrate Optimiza services to partners and end customers, negotiate contracts, provide detailed and timely sales reports, drive revenue with partners, close end-customer deals with new partners and provide timely communications to headquarters, partners and potential customers.

## Main Duties & Responsibilities

- Plan, develop and execute a channel sales strategy for the regional business through identifying, recruiting, enabling and measuring partners to support regional business goals
- Take a proactive approach in identifying and engaging with Optimiza partners to develop long term business partnership.
- Develop new prospects based on the channel sales strategy
- Create, support, track and measure all sales initiatives with partners
- Design, implement and execute business plans for each strategic partner and build effective measurements that clearly show revenue milestones are being met/exceeded
- Regularly review and measure partners progress
- Maintain required number of quality outbound calls to prospect contacts
- Generate incremental revenue according to specific targets
- Conduct in-depth product presentations to both partners and potential alliances
- Align with the sales team to put performance targets & development plans in place for each partner and complete quarterly business reviews to track/feedback progress against targets.
- Communicate regularly with the partners (existing and potential) on new products and programs
- Assist in the development of systems and tools to support the growth of the regional channel business
- Organize channel training to educate, motivate and activate channel partners technical and sales stakeholders
- Identify and resolve issues that impede the business relationship between Optimiza and Channel Partners
- Work closely with other internal functions to bring the right momentum into the sales process to support the closing of more deals
- Meet channel partners management to gain objective feedback on areas of operation, and to improve collaboration on company projects

- Understand competitive products and pricing strategies to ensure Optimiza retain and grow market share
- Conduct research and requirements gathering with partners on an ongoing basis to ensure the scope and priority of channel development activities are aligned with market needs and company goals

### Qualifications & Experience

- Required: Bachelor's Degree in Computer Science, Business Administration, Information Technology or any related field.
- Preferred: Master Degree in any related field.
- A minimum 5-6 years of applicable business experience and minimum 5 years' experience working in high end sales/channel role. Have significant strategic account and territory management experience.
- Previous experience of excelling in a channel management role with service partners and preferably in the information management industry.
- Solid work experience in Marketing, Channels and Partner Program development at high-tech enterprise class organizations

### Competencies

- Past performance of driving sales through the channel and building significant year on year growth in sales and partner performance.
- Proven track record of establishing productive and professional relationships with decision makers in partner accounts.
- A strong ability of creating and maintaining an effective network within the markets and area of expertise.
- Proven ability that not only demonstrates expertise in the area of selling and consulting but also the ability to present and explain the technical element of products or services.
- Technical intelligence with the ability to engage with both technical team and customers.
- Capability to work in an extremely dynamic environment where the ability to work autonomously is key.
- Extremely motivated sales and target driven individual
- Excellent oral/written communication and presentation skills
- Ability to travel across the region is a key element of this role.
- Strong organizational, prioritization and time management ability with a deadline focus
- Demonstrated problem solving ability and attention to detail to deliver high quality output
- Ability to collaborate and communicate effectively across multiple time-zones
- Proven success acting as a positive company ambassador.

If you wish to become an Optimizer, please visit us at  
<http://optimiza.me/careers/>  
and send your updated CV to: [careers@optimizasolutions.com](mailto:careers@optimizasolutions.com)