

## **Job Description –Partner Manager**

Company – Innefu Labs Pvt. Ltd.

Role: Partner Manager

Reporting To: Vice President – Sales & Marketing

Location: Delhi

### **Company Description**

We are a Series A Funded New Age Information Security & Data Analytics Company and we take pride in the fact that we have been delivering value to our customers with our innovative offerings and helping them adopt a variety of our security solutions that are based on cutting edge technologies like Artificial Intelligence, Predictive Intelligence, Facial Biometrics and so on.

We are among the top 5 Cyber excellence companies globally (Holger Schulze awards) and have won similar recognitions at National and International arenas.

To our credit, more than 100 customers in India already trust us and the list is only growing. Exciting things are happening at Innefu and we are all game for a big leap forward.

### **Role Overview**

The Quota carrying Partner Manager recruits, wins, maintains, and expands relationships with partners based on geography, channel, or market. The Partner Manager is responsible for achieving sales, profitability, and partner recruitment objectives. He/She represents the entire range of company products and services to partners though may focus on a specific solution or product set if focused in a partner vertical market. He/She will have a keen understanding of Innefu's product offerings, and the ability to close large value deals. He/She should be able to communicate our value proposition to the partners end customer.

### **Primary Responsibilities**

- Proactively recruits new qualifying partners – VADs, SIs, Big4s and Resellers
- Establishes productive, professional relationships with key personnel in partner accounts.
- Coordinates the involvement of company personnel, including support, service, and management resources, to meet partner performance objectives and partners' expectations.
- Meets assigned targets for profitable sales volume and strategic objectives in assigned partner accounts.
- Proactively leads a joint partner planning process that develops mutual performance objectives, financial targets, and critical milestones associated with a productive partner relationship.
- Proactively assesses, clarifies, and validates partner needs on an ongoing basis.
- Sells through partner organizations to end users in coordination with partner sales resources.
- Manages potential channel conflict with other firm sales channels by fostering excellent communication internally and externally, and through strict adherence to channel rules of engagement.
- Leads solution development efforts that best address end user needs, while coordinating the involvement of all necessary company and partner personnel.
- Ensures partner compliance with partner agreements.
- Drives adoption of company programs among the partner community.
- Utilize CRM solution to provide timely and accurate sales activity tracking and status updates
- Be cognizant of every marketing initiatives and use them to effectively increase pipe and revenue and work toward corporate objectives.

- Participate in Weekly cadence calls
- Participate in Events and Activities to represent Innefu at Industry Forums.

### **Required Experience / Qualifications**

- Motivated, competitive individual with a strong aptitude for learning technology
- Met or exceeded quota in a similar partner sales role
- Extensive connects within the partner community.
- Strong Partner Management Skills
- Ability to comprehend the Innefu product line and to communicate our value proposition to Partners and customers.
- Knowledge of Enterprise Security Solutions like Access Management, Multi Factor Authentication, Facial Biometrics, Big Data, Predictive Intelligence will be an added advantage.
- Must interact effectively with all levels of management and staff, internally and externally
- Must be adaptable, professional, courteous and motivated, and must work well individually or as a member of a team
- Excellent Phone, presentation skills, verbal and written communication skills, and interpersonal skills.
- Highly organized and attentive to detail
- Ability to handle a fast-paced environment and challenging workload
- Highly motivated with a strong desire to succeed
- Relies on experience and judgment to plan and accomplish goals
- 7-10 years of experience in a similar role, with solid sales track record
- Bachelor's degree or equivalent, preferably in related field

### **Travel Required**

- Yes 30-40%