

## Assistant Vice President (AVP) - Partnerships

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Company: Datahash

Location: , , United Arab Emirates

Category: other-general

**Job Description:**As the Assistant Vice President (AVP) of Partnerships at Datahash, you will report directly to the Chief Growth Officer and lead the Partnerships team in driving advertiser leads and revenue growth through strategic partnerships with leading marketing channels, marketing agencies, and martech/adtech products. Your primary responsibility will be to build deep relationships with partners, create joint go-to-market programs, and identify opportunities for in-product integrations and co-marketing initiatives. Additionally, you will be responsible for managing different stakeholders within partner organizations.

**Roles and Responsibilities:**

- Partnership Strategy and Leadership:** Develop and execute partnership strategies to drive advertiser leads and revenue growth in collaboration with cross-functional teams. Lead and mentor the Partnerships team, providing guidance and support to help them succeed.
- Relationship Building:** Build and maintain strong relationships with leading marketing channels, marketing agencies, and martech/adtech products. Collaborate closely with partners to identify opportunities for collaboration and joint go-to-market initiatives.
- Go-to-Market Programs:** Create joint go-to-market programs with partners to drive awareness, adoption, and revenue growth for Datahash products and solutions. Collaborate with cross-functional teams to ensure alignment and support for go-to-market initiatives.
- In-Product Integrations:** Identify opportunities for in-product integrations with partner platforms to enhance the value proposition of Datahash products. Work closely with Product and Engineering teams to execute integrations and deliver a seamless user experience.
- Co-Marketing Initiatives:** Develop and execute co-marketing initiatives with partners to amplify brand awareness, reach new audiences and establish thought leadership. Coordinate marketing campaigns,

events, and other promotional activities in collaboration with partner organizations. Success Criteria: Achievement of advertiser leads and revenue targets outlined in the partnership strategy. Successful execution of joint go-to-market programs and co-marketing initiatives with partners. Positive feedback from partners and internal stakeholders regarding partnership performance and leadership. Requirements Must have 10+ years of working experience. Proven track record of success in building and managing strategic partnerships, preferably in the technology or SaaS industry Experience in managing relationships with different stakeholders within partner organizations Knowledge of the digital marketing ecosystem, including marketing channels, agencies, and martech/adtech products. Strong leadership skills with experience in managing and developing high-performing teams. Excellent communication and interpersonal skills, with the ability to build relationships.

1. Work From Anywhere: Your office can be anywhere you like. Seriously, anywhere
2. Your Hours, Your Call: Work early bird hours or burn the midnight oil. It's all good.
3. Get in on the Action: ESOP? Yeah, you get a piece of the pie too
4. Health is Wealth: We've got you and your family covered, health-wise.
5. Cool Vibes Only: Our work culture is as awesome as your favorite hangout spot.
6. Epic Offsites: Once a year, we go all out. Think fun, sun, and maybe a cocktail or two.
7. Coworking Access: Need a change from your home office? We've got spots.

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