

Business Development Executive

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Company: Ibm. -

Location: dubai

Category: other-general

Responsibilities• Develop \$5m in additional cross-brand IBM SAP pipeline per quarter through program activities, education sessions, and relationships with SAP AEs/VPs and IBM client account managers. • Ensure all opportunities are captured in both IBM CRM systems and SAP tagging systems. • Develop significant number of available reference accounts. • Work with Marketing Reference Team to develop references and win announcements to be shared internally and with SAP for reference program. • Support Analyst and IBM field requests for references. • Executive and Field Alignment facilitate executive meetings, quarterly region and solution GM meetings and AE/VP alignment. Establish a cadence of communications that foster trust and improve win chances. • Escalations: handle partnership and account level escalations • Field enablement: provide current solution and partnership information to the field and support training opportunities • GTM Initiatives: lead GTM programs defining play approach, target setting and tracking • Major SAP event support- take a leadership role in execution of SAPs 2 primary events, FKOM and SAPPHIRE • Marketing: support of SAP marketing through strategy guidance, event prioritization and collateral development direction • Offering and Community Development: • Ensure go to market offerings and materials are current and contemporary • Fully engage with go to market teams to ensure they are educated on IBM offering set • BDE community, IBM Sales community, SAP, practice leaders, Partners & APs • Attend IBM and SAP conferences to benchmark offers vs. competitors and marketplace

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