

## Mea Business Group Lead

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Company: Microsoft Dubai

Location: dubai

Category: other-general

The job posting is outdated and position may be filled. • Determining common challenges and structural impediments in which an orchestrated Corp or MEA area level enabled response would be more effective/efficient. • Identifying and building partnerships with regional 'partners/players' that can impact several subsidiaries. • Facilitating the adoption of best practices or executional muscle consistently across the area. • Securing the MEA Segment leaders' commitment to facilitate uniform cross segment execution in the subsidiaries. The MEA BG Lead manages the various aspects of the annual business planning cycle including target cascading, segment alignment workshops, marketing planning, quarterly forecasting, Business Group-owned mid-year review preparation, and other key fiscal activities across the areas. Responsibilities Marketing Planning and Program Execution (30%) • Leadership and orchestration of marketing plans supporting the Microsoft 365 priorities: drive sockets (Transition to Cloud, Frontline, SMB), grow revenue (Hybrid Meetings, Modernize Endpoints, Modernize Comms), and establish new categories (Employee Experience), expand existing business (upsell/cross-sell E5 Security & Compliance, Azure Security), acquire new business (Azure Security), Dream Big (Privacy Management). • Establish cross subsidiary influence and leadership access enabling your team to create and land timely and quality integrated Modern Work & SCI marketing plans that are fully supported by the Segment Leaders.

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