

Partnerships & Alliances Director

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Company: Zaintech

Location: dubai

Category: other-general

The Partnerships & Alliances Director is responsible for enhancing ZainTECH's GTM ability and delivering revenue contribution from a portfolio of alliance and strategic partners. Responsibilities: Strengthen organizational GTM capabilities by building, developing and managing strategic alliances Work with Strategic Planning Lead to make partner and alliance capability an integral part of the business planning cycle. Conduct a bi-annual partner capacity planning exercise as part of the business planning cycle. Strengthen the organization's GTM capabilities by recruiting new strategic alliances and re-level partnerships with existing alliances based on the results of the capacity planning process. Uncover new GTM opportunities by working closely and continuously with alliance partners to identify capability and market coverage gaps in their partner ecosystem. Develop plans to capture these opportunities as part of the bi-annual partner capacity planning process. Operationalize the Alliances GTM Framework to jointly capture and monetize market opportunities. Manage the entire alliance engagement lifecycle from GTM strategy alignment to building joint offerings / solutions, developing organizational sales and technical capabilities, and driving joint sales & marketing initiatives. Grow revenue contribution from partners and strategic alliances Grow alliance contribution to overall revenue by owning the joint sales planning process including territory, account and GTM planning with Strategic Alliance partners to increase alliances contribution to pipeline. Maintain and continually grow an up-to-date pipeline of alliance-sourced and alliance-driven opportunities in Salesforce. Drive a regular review of our alliances pipeline to both ZainTECH and alliance leadership teams. Orchestrate the execution of business development and co-sell initiatives and activities with

Strategic Alliance and Product Partnerships. Accelerate the closure of joint strategic and lighthouse deals by acting as the hub between our partners and the various sales, marketing and delivery resources within ZainTECH. Conduct regular pipeline management, portfolio planning, forecasting and QBRs with alliance partners. Orchestrate the execution of joint marketing activities with our strategic alliance partners help drive awareness, win mindshare and build pipeline. Maximize the contribution of alliance partner sales investments funds (Microsoft ECIF, AWS MAP, etc.) and market development funds (MDF) to business unit P&L to help fuel growth and strategic wins. Develop and operationalize a strategy for recruiting and managing technology and product partnerships Develop a Partnerships Governance Framework to guide the recruitment and management of product partnerships and reseller agreements. Operationalize framework to ensure monetization of partnerships and compliance with ZainTECH legal, procurement and business processes. Work with HR and organizational development teams to ensure technical and sales readiness for product partnerships. Continuously assess existing partnerships and recommend changes to certification levels to help maximize discount levels, co-funding and access to sales support resources. Accelerate the closure of complex and high value opportunities by acting as the hub between our partners and the various sales, marketing and delivery resources within ZainTECH. 10+ years of experience in managing complex solution sales Strong track record of managing strategic relationships and alliances Bachelor's degree in Business Administration or equivalent is required Master's degree in Business Administration is preferred #J-18808-Ljbfrr

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