

Director of Business Development

IT Partners is looking for a dynamic, creative, self-starting individual to help lead our vendor, marketing and business development efforts. This position will play the key role leading IT Partners' strategic and tactical relationships with our partners for the purpose of generating joint revenue, creating tighter alignment, and identifying new business opportunities. Ideal candidate will have experience in managing and leading strategic technology-based partnerships with vendors focused on hybrid cloud, hyper-converged, flash-storage, virtualization and security software and solutions. This position allows for a lot of flexibility and encourages you to be innovative and wear multiple hats within the company.

The Director of Business Development develops sustained relationships with our partners and internal stakeholders, proactively understanding IT Partners' capabilities, business strategy, and business development, as well as the partners' capabilities and needs to maximize our revenue achievement and provide world class solutions to our clients.

Responsibilities:

- Serve as the primary liaison between IT Partners and vendor partners while taking lead role in collaborating with cross-functional teams to develop and execute an innovative and high impact go-to-market business plan.
- Lead vendor and marketing strategy as it relates to building MDF plan, budget allocation, specific campaigns, content creation, analytics, etc.
- Track, analyze, and communicate key metrics to help identify new partners, opportunities and to measure the impact of existing partner programs. Classify levels of success through revenue and GP attained by these programs.
- Work directly with sales team to create engagement, marketing initiatives, and activities with vendor partners to develop new business and further current business.
- Help turn solution goals and objectives into scalable, actionable and integrated marketing plans and business development campaigns that deliver greater pipeline and financial results.

Requirements:

- Minimum of 5 years' experience working for a Value-Added Reseller (VAR) establishing and managing relationships with multiple partners
- Minimum of 10 years working with technology partnerships with at least 3 years in a leadership capacity
- Experience collaborating with marketing to develop growth strategies as it relates to partner development and lead generation tactics
- Experience developing lead generation campaigns to drive business
- Strong planning and organizing skills including the ability to manage several work streams simultaneously
- Excellent communication skills with a capacity to present, discuss and explain issues coherently and logically both in writing and verbally
- Team player/Leader, self-motivated and able to work on own initiative
- Familiarity with the "Challenger Model" a plus