

## Job Description

### Duties and Responsibilities

**Job Title:** Director, Strategic Partnerships  
**FSLA:** Exempt  
**Department:** Marketing  
**Prepared By:** Alan Marcus  
**Reports To:** Chief Growth Officer  
**Date:** August 2023

### Responsibilities

#### **Partner Strategy – Enterprise Software Integration and Advisory Services**

- Leads the creation of a long-range strategic vision rooted to the partners impact and potential across segments and serves larger and more complex partners. Demonstrates a deeper and expert understanding of the partners business and how it can be integrated into the LabVantage landscape and conveys the value of partnering with LabVantage based on the business opportunity and possible competition. Responsible for establishing new partnerships by working with market makers and making connections to think long-term and make plans for the possibility of larger deals.
- Sells account vision to senior business decision makers at partners by aligning and reinforcing overall LabVantage value proposition and value propositions of products, and solutions to the partner's business goals. Deepens and accelerates partnership commitments to ensure an increasing of LabVantage's share of wallet versus the competition. Leads executive roundtables and updates on LabVantage's Industry strategies and prepares solid backgrounders for executives. Understands the partners organization and builds stakeholder maps to expand network of key tech stakeholders.
- Identifies and recommends market opportunities to pursue based on understanding of industry gaps and emerging trends in solution/product areas. Collaborates with internal teams to take advantage of opportunities that are aligned with competitive intelligence and LabVantage's goals. Works to coach the ecosystem to help direct partners' commercial and marketing business plans and aligns partner with current industry trends. Drives and accelerates business opportunities to help ensure revenue is coming back into LabVantage.
- Builds, maintains, and owns a trusted-advisor relationship with C-suite leaders of complex partners to achieve strategic alignment and drive growth. Understands and

aligns partners' priorities, strategies, and goals with LabVantage's to build mutually beneficial account plans.

### **Partner Transformation**

- Leads business-design briefings advising partner leadership on building a high-impact LabVantage Services practice. Develops and executes strategic partner business plans for all managed partners that grow partner business and promote product consumption and digital transformation. Develops plans that fully consider short- and long-term goals and performance expectations that are aligned with partner's needs and capabilities.
- Leads the integration of skills, capability, and capacity plans for the partner business. Strategically builds solutions for partners that utilizes the right mix of sales and tech trainings and bootcamps to increase the partners' capabilities. Leads partner to convert capacity and capability to revenue by setting clear revenue targets and works with partners and/or customers to provide coaching and guidance to convert partners to revenue streams.

### **Partner Sales**

- Coaches and challenges partners to transform their plans and strategies around solutions and key targets. Leads reviews of Partner's pipeline, top deals, and solution targets. Shapes the thinking of partners on top deals and ensure close alignment between the partners sales team, product managers, and other relevant teams. Works with partners sales leaders on how to overcome obstacles, compete, create deal proposals, etc.
- Leads campaigns with various functional areas and the partners marketing teams. Designs and creates new offer and incentive structures to the partners and provides perspective during development of Go-to-Market (GTM) programmes. Oversees planning, campaign tactics, offers, and incentives. Ensures core activities are agreed upon before executing and helps to coordinate resources. Ensures sales targets are clear and that actions and accountabilities are being routinely followed up.

### **Team Mobilizer**

- Develops go-to-market and co-selling strategies with partners that outline activities and expectations to drive LabVantage and partner sales goals. Prioritizes and allocates go-to-market resources across accounts



- Ensures partner readiness by developing marketing plans to promote customer sales (e.g., campaigns, incentives, and promotions). Secures marketing resources (e.g., go-to-market offers) to support partners with developing marketing plans.
- Evaluates managed partner portfolio to identify patterns, opportunities, and gaps in partner accounts. Proposes existing products and solutions or recommends new solutions in which partners can jointly invest to fill gaps. Aligns partner needs and interests with market opportunities.
- Ensures results on partner's behalf through resolution of complex and urgent escalations. Leads the orchestration of response to the partner to ensure timely action and resolution from internal teams. Advocates to and guides other groups in prioritizing partners' solutions and issues. Champions internal processes that benefit partners and brings insights into the organization around what the partner experience looks like.

#### **REQUIRED SKILLS/ABILITIES**

- Professionalism and strong ability to build rapport.
- Ability to manage complex projects and multi-task.
- Ability to flourish with minimal guidance, be proactive, and handle uncertainty.
- Time management and planning skills.
- Strong communication, interpersonal, and negotiation skills.
- Business savviness with ability to discover new potential business and partner opportunities.

#### **REQUIRED EDUCATION/EXPERIENCE**

- BSc/BA degree in business administration, sales, or relevant field.
- 7-10 years experience as a business development manager, sales or accounts manager, or relevant role.
- Prior experience in non-profit sales or business development role.

#### **PREFERRED EDUCATION/EXPERIENCE**

- Background in software sales, system integration or consulting.
- Proven track record of meeting or exceeding sales targets.
- Experience using CRM tools.