

Channel Development Manager

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Company: Arctic Wolf

Location: Denmark

Category: other-general

Arctic Wolf is a global leader in security operations, delivering the first cloud-native security operations platform to end cyber risk. Powered by threat telemetry spanning endpoint, network, and cloud sources, the Arctic Wolf® Security Operations Cloud ingests and analyses trillions of security events each week to enable critical outcomes for most security use cases. The Arctic Wolf® Platform delivers automated threat detection and response at scale and empowers organisations of any size to stand up world-class security operations with the push of a button.

Our mission is simple: End Cyber Risk. We're looking for a Distribution Channel Development Manager to join our team, to be part of making this happen.

Responsibilities

Building strong relationships with distribution and channel partners to generate revenue and opportunities

Primary liaison to Distributor licensing and operations management teams

Ensures operational efficiencies with quoting, ordering, invoicing, SKU management and renewals management

Executes effectively against a cohesive business plan with distributors

Team with distribution reps to effectively recruit partners who meet Arctic Wolf's partner profile; based on territory, market segment and coverage needs.

Initiating end user lead generation programs through distribution

Achieve against a set of pre-agreed sales targets and KPI's on a monthly/quarterly/annual basis

Ensure consistency in terms of the company's channel sales strategy & execution

Building strong working relationships with sales, customer success, channel peers and channel marketing

Provides impeccable support for assigned team and partners

Driving demand:

Work with distribution partners to generate prospective customers through channel campaigns and channel promotions and account mapping activities

Work with distribution to promote up-sell and new sales opportunities within a channel partner's existing and competitive accounts
Work with distribution to provide marketing/sales collateral to partners with prospective client
Managing, administering and delivering certification training for distributor/partner sales and distributor/partner systems engineers

Onboarding and Enablement:

Respond to partner requests that come from distribution and ensure proper field and inside sales alignment in partner end user opportunities

Track/monitor/support pipeline through distribution

Provide marketing/sales collateral and respond to channel inquiries regarding product, channel programs and channel promotions.

Work with other Arctic Wolf sales resources to support identified opportunities

Consistently articulate Arctic Wolf value proposition to distribution teams and prospective partners

Skills and Requirements

Bachelor's Degree

Proven experience of managing channel partners or distribution in a technology environment

Experience in facilitating onboarding and enablement activities for channel partners

Knowledge of software/services channel ecosystems

Familiarity with Salesforce.com and forecasting systems

Strong Negotiation skills

Strong Presentation skills

Strong Communication and Interpersonal skills

Excellent telephone communication skills

Ability to thrive in a team selling environment

Why Arctic Wolf?

At Arctic Wolf we're cultivating a collaborative and productive work environment that welcomes a diversity of backgrounds, cultures, and ideas to make our teams even stronger as we grow globally, ensuring we offer all wolves a compelling package. Come join the Pack during this exciting time of rapid growth where every employee makes a difference, and their contributions are recognised and rewarded.

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