

Job Description | Senior Channel Sales Manager, EMEA

COMPANY: Cloudrise, An Exclusive Networks Company

POSITION: Senior Channel Sales Manager, EMEA

LOCATION: UKI or Benelux (with travel across EMEA)

REPORTS TO: CRO, Cloudrise

Job Description

We are seeking a highly experienced and motivated **Senior Channel Sales Manager** to join our rapidly expanding team in the **EMEA** region. As a key member of our sales leadership team, you will drive the development, growth, and execution of the channel sales strategy for our cybersecurity services across the EMEA region. This role requires exceptional relationship-building skills and a deep understanding of the cybersecurity landscape; you will work closely with external partners such as Value-Added Resellers (VARs), System Integrators (SIs) Telecommunications firms, and Cloud Security product vendors to increase revenue and improve market penetration. This is a unique opportunity to be part of a high-growth company at the forefront of cybersecurity services innovation and ensure that our solutions are effectively delivered to customers in the EMEA market.

KEY RESPONSIBILITIES

- Channel Strategy and Development
 - Develop and implement an effective channel sales strategy tailored to the EMEA region.
 - Identify, evaluate, and establish partnerships with high-potential organizations across EMEA to expand our partner ecosystem.
- Sales Performance and Revenue Growth
 - Drive revenue generation and sales growth through the EMEA channel, ensuring that targets and KPIs are met or exceeded.
 - Provide sales forecasts, pipeline updates, and performance reports for internal stakeholders.
 - Collaborate with partners on sales opportunities, including joint sales engagements, to ensure long-term success and profitability.
- Partner Recruitment & Onboarding
 - Lead the recruitment of new channel partners and onboard them to ensure they are well-equipped to represent our cybersecurity services.
 - Establish clear partner programs and frameworks to accelerate partner sales.
- Partner Relationship Management
 - Build and maintain strong relationships with senior stakeholders at partner organizations.
 - Provide ongoing support and training to ensure partners have the knowledge and tools necessary to sell and support our cybersecurity solutions.
 - Work with partners to co-develop go-to-market strategies, marketing campaigns, and promotional initiatives to drive awareness and adoption.

- Enablement and Training
 - Collaborate with internal teams to deliver regular training, service updates, and sales enablement programs to ensure partners are equipped to effectively identify opportunities and quote our services.
 - Develop and manage partner success programs to ensure partners have the resources and capabilities to deliver business goals.

 - Collaborate Cross-Functionally
 - Engage and collaborate with channel managers at Exclusive Networks (parent company) to align partnerships, sell, and market together.
 - Work closely with marketing, product, and technical teams to ensure partners have access to the right tools and resources.
 - Share market insights, feedback, and customer needs with the leadership teams to shape future service offerings.

 - Performance Tracking and Reporting
 - Regularly track and report on the performance of channel partners, assessing the effectiveness of partner programs and activities.
 - Optimize sales processes and identify areas for improvement based on data analysis and partner feedback.
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SKILLS & QUALIFICATIONS

- 5+ years of experience in channel sales or partner management, preferably within the cybersecurity, IT services, or software sectors.
 - Proven track record of successfully managing a network of channel partners and driving substantial sales growth in the EMEA region.
 - Strong understanding of the cybersecurity landscape, including data security, cloud security, and compliance services.
 - Excellent verbal and written communication, with the ability to build relationships at all levels.
 - Proven ability to develop and execute complex sales, with a focus on long-term channel success.
 - Fluent in English; fluency in additional languages is highly desirable.
 - Ability to travel within the EMEA region as needed (up to 50% of the time).
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HOW TO APPLY

To apply, please send your resume and a cover letter to hillary@cloudrise.com.

We look forward to your application!