

Datadobi – Channel Development Manager

Channel Development Manager

Job description

Coverage: Northeast

Reports to: Senior Director, Global Alliances

As a Channel Development Manager, you will play a pivotal role in solidifying and expanding our channel partner network, primarily focusing on strategic service-oriented companies. You will develop the 2026 channel strategy in collaboration with the Senior Director, Global Alliances, and the CRO.

This role will work hand-in-hand with Regional Sales VPs to ensure that the channel strategy is consistently executed with all parts of the organization to achieve the common goal of building Datadobi's market share. To that end, it is critical for this role to be able to explain Datadobi products from both the business and technical angle to channel partners - either one-on-one or in larger groups.

Responsibilities include:

- Identify and assess potential channel partners, considering their compatibility with the customer outcomes that our products and services can deliver.
- Implement comprehensive channel partner programs, including sales campaigns, marketing support, and training initiatives.
- Provide crucial resources and strategic support to enhance channel sales effectiveness. Focus on driving revenue growth through innovative channel development strategies, ensuring the consistent achievement of or surpassing of sales targets.
- Develop and implement metrics to measure the success and effectiveness of channel partners.
- Cultivate and maintain strong relationships with existing channel partners while actively seeking new collaborations.
- Stay abreast of industry trends and competitive landscapes to identify new opportunities for channel growth, including marketing intelligence on competitor channel programs.
- Onboard and support new and existing channel partners.
- Provide partners with the necessary tools, training, and resources to succeed.

The successful candidate's required skills and experience

- Bachelor's Degree or higher in business, computer science, or a technical field.
- 5+ years of successful experience in building and expansion of IT channel partner programs from the ground up. Experience working with any major IT Channel Partner (i.e. SHI, Presidio, Ahead, CDW, WWT, etc.); and understands Channel Partner's business focus and drivers.

- In-depth understanding of the IT industry, market trends, and channel dynamics, with a solid foundational knowledge of storage and hybrid-cloud environments,
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- A deep understanding of Datadobi's products and services (or start with some basic understanding of unstructured data management and ramp up quickly).
- Understanding diverse business models, how to align with and provide analysis for forming successful strategies.
- Exceptional networking and relationship-building skills with a track record of forging strong partnerships.
- Ability to develop and execute strategic plans for channel development.
- Ability to forge strong internal relationships across the organization including Sales, Marketing, Product marketing, Advisory Services, and Partner Enablement.
- Strong verbal and written communication skills, with the ability to articulate complex concepts effectively. Exhibit strong leadership, problem solving, negotiation skills and conflict resolution skills.
- Proven ability to meet and exceed channel development and sales targets.
- Ability to adapt to a fast-paced, dynamic work environment.
- Willingness to travel extensively and engage with partners in-region.

What we offer

Datadobi complements your challenging job with a competitive salary and benefits.

Salary range: OTE = \$180K + 240K

<https://datadobi.com/>