



Position: Head of Sales & Channel Partnerships

Reports to: Chief Growth Officer

Salary Range: \$134,120 - 201,180

Position Summary

The Head of Sales & Channel Partnerships at Scrum Alliance plays a critical role in driving the organization's growth by leading enterprise sales efforts and developing robust channel partnership programs. This individual will be responsible for identifying, prospecting, and converting enterprise customers while forging strategic partnerships that expand the availability of Scrum Alliance's products through licensing and reseller agreements.

The role encompasses setting and achieving revenue targets, managing the sales pipeline, and designing programs that allow external organizations to resell Scrum Alliance products or integrate them into their platforms. The Head of Sales & Channel Partnerships will collaborate across departments to align business development strategies with organizational goals, ensuring that enterprises and partners alike are empowered to succeed with Scrum Alliance's solutions.

Key Responsibilities

- **Enterprise Sales:** Identify and target potential enterprise customers globally, understanding their needs and aligning Scrum Alliance's offerings to support their enterprise agility and agile workforce development goals.
 - Oversee and manage the Scrum Alliance portion of the sales cycle for products and services, including:
 - On-demand training courses (including internal-use licensing).
 - In-person and live-online training courses (ILT).
 - Bulk membership sales (individual or corporate).
 - Event registrations and sponsorships.
 - Develop and maintain a sales pipeline to achieve and exceed revenue goals, using CRM tools to track progress and insights.
 - Build and nurture long-term relationships with enterprise customers to ensure repeat business and cross-selling opportunities.
 - Provide data-driven insights and recommendations for improving the sales process and achieving growth objectives.
- **Channel Partnerships & Reseller Business Development:** Identify, develop, and manage strategic partnerships and reseller opportunities, expanding the reach of Scrum Alliance products and creating new revenue streams through external platforms and licensed training providers.
 - Partner with Executives to develop and execute a comprehensive channel partnership strategy to expand market reach and increase revenue.

- Proactively contribute insights and recommendations based on findings, continuously adapting and evolving strategies to optimize outcomes rather than simply executing existing plans.
 - Partner with stakeholders to create licensing programs that enable external organizations to resell Scrum Alliance products or have their products sold on Scrum Alliance platforms, including:
 - Licensed Training Affiliate (LTA) programs.
 - Training platform reseller partnerships.
 - Inbound licensing agreements.
 - Oversee the qualification, onboarding, and management of channel partners, ensuring alignment with Scrum Alliance's mission and standards.
 - Work with internal teams to ensure seamless integration and collaboration with partners, including co-marketing initiatives, joint events, and co-branded opportunities.
 - Collaborate with the marketing and product teams to develop resources and tools that support channel partners in selling and promoting Scrum Alliance offerings.
- **Licensing & Reseller Program Design & Management:** Design, implement, and optimize licensing and reseller programs that enable external organizations to sell Scrum Alliance products or integrate them into their offerings, ensuring alignment with organizational goals and market needs.
 - Design and optimization of licensing and reseller programs, including criteria for partner approval and ongoing program evaluation, in partnership with org stakeholders.
 - Monitor program performance and partner contributions, providing regular updates to leadership on progress and opportunities.
 - Continuously evaluate and refine channel programs to ensure they meet the evolving needs of both Scrum Alliance and its partners.
 - **Cross-functional Collaboration & Thought Leadership:** Foster collaboration across teams to align sales and partnership strategies with organizational objectives, while serving as a thought leader to identify market trends, inform business decisions, and represent Scrum Alliance at industry events.
 - Partner with the Chief Growth Officer to establish and achieve growth objectives, including revenue and market expansion goals.
 - Develop and present regular reports and updates to the executive team on sales, partnerships, and program performance.
 - Collaborate with the Scrum Alliance trainer community and other internal stakeholders to identify emerging market trends and partnership opportunities.
 - Represent Scrum Alliance at industry events, conferences, and partner meetings to build awareness of the organization and its offerings.

Success Metrics: The Head of Sales & Channel Partnerships will be evaluated based on the following key performance indicators:

- **Revenue Growth:** Achieve or exceed revenue targets for enterprise sales, channel partnerships, and licensing programs.
- **Partnership Development:** Establish and maintain a targeted number of strategic channel partnerships and reseller agreements annually.



- **Pipeline Management:** Maintain a robust and active sales pipeline with measurable progress across all stages, from prospecting to close.
- **Program Success:** Launch and optimize licensing and reseller programs, achieving adoption and revenue goals within defined timelines.
- **Customer Retention & Expansion:** Increase repeat business and cross-selling opportunities with enterprise customers.
- **Market Penetration:** Expand Scrum Alliance's reach in key markets through strategic partnerships and reseller channels.
- **Team Development:** Effectively manage and develop the Business Development team, achieving departmental performance goals.
- **Stakeholder Engagement:** Deliver regular, actionable updates to the executive team on sales and partnership performance metrics.

Supervisory Responsibilities

- Manage and mentor a team of 0–3 Business Development Representatives (internal and/or contract staff), ensuring alignment with sales and partnership goals.
- Make employment and pay decisions, conduct performance evaluations, and foster the professional development of team members.

Required Skills/Abilities

- Strong leadership skills with the ability to inspire and motivate teams and partners.
- Strategic thinker with exceptional analytical skills and a data-driven approach to decision-making.
- Excellent communication, negotiation, and relationship-building skills.
- Proficient/expert experience in HubSpot strongly preferred.
- Proficient in CRM tools and other sales/business development technologies.
- Familiarity with agile and scrum methodologies (preferred).

Education & Experience

- Bachelor's degree in business, marketing, or a related field (MBA or advanced degree a plus).
- Minimum of 7 years of experience in sales, partnerships, or a related field, preferably in the technology or professional services industry.
- Proven success in driving revenue growth through enterprise sales and channel partnerships.
- Experience in developing and managing licensing or reseller programs is highly desirable.
- Experience running sales and new business programs internationally.
- Experience driving sales and business development with the workforce training and/or adult education markets.

About Scrum Alliance

Scrum Alliance is a global organization committed to transforming the world of work through the widespread adoption of agile and Scrum. We offer certifications, training, and membership benefits to support individuals, teams, and organizations on their journey toward agility. The Head of Sales &



Channel Partnerships will be instrumental in extending the reach of Scrum Alliance's mission through innovative business development strategies and strong partnerships.