

## **Channel Sales & Marketing Director**

Office Location: Etobicoke

### **The Company:**

We are a Business Process Automation company that is expanding our Managed Services Group to provide project and operational service to our enterprise-class customers. Our Customers are varied within several sectors of industry, and therefore provides a unique opportunity for exposure on how different industries work and provides unique project experiences.

Our mission is to help organizations automate critical business processes, exchange information securely, and eliminate the inefficiencies and errors associated with manual and labor-intensive processes.

### **The Opportunity:**

Process Fusion Inc., (PFI) a leading digital cloud solutions provider is looking for an experienced Channel Sales & Marketing Director to join our Canadian marketing team based in Toronto, Canada.

Working with our sale and marketing team and reporting to our CMO, you will develop, drive, and implement effective marketing programs that will recruit, maintain, and expand relationships with our channel partners worldwide.

Since the merger of UniPrint.net and Process Fusion in 2018, the new entity was able to thrive and grow in the past 2 years by over 38%. With this new growth and renewed focus on our innovative and managed cloud digital solutions, we are expanding our team.

If you are passionate about information technology, have impactful marketing knowledge and expertise, strong communication skills, a dynamic and positive attitude, and enjoy being recognized and rewarded handsomely by results, then we would like to talk to you.

### **Position Responsibilities:**

- Actively develop, promote, and interact with channel partners and internal resources, you will be responsible to launch and maintain our Partner Management Platform.
- Create a strategy to recruit the ideal partners and enable them.
- Work collaboratively with PFI presales and technical support team to create sales and technical training for these partners.
- Together with our product development teams, you will create marketing collaterals including positioning documents, unique value propositions and competitive information.

- Using Salesforce and other marketing tools, you will be responsible for lead distribution and coop marketing events with partners.
- Leading a team of inside sales specialists, you will be charged to recruit, manage, and nurture a select group of business partners.

**Minimum Requirements:**

- Bachelor's degree or equivalent experience
- 10+ years of experience marketing and selling B2B software
- Proven success in implementing channel marketing programs and activities with other similar technology companies
- Experience in selling to channels desirable
- Ability to demonstrate leadership skills in a fast-paced environment
- Must show current knowledge in social media marketing
- Excellent communication and interpersonal skills
- Exceptional organization skills and time Management
- Fluent written and spoken English is mandatory
- Working knowledge of French or Spanish highly desirable

**Soft Skills:**

- Innovative and out-of-the-box thinking
- Excellent networking skills
- Works with little supervision
- Enjoy technology
- High energy and Passionate

**Benefits:**

- Competitive base salary plus bonus based on results
- Full benefit coverage starting after 3 months, including life, health, and dental
- RRSP with company participation
- Tuition reimbursement

**Directions to Apply:**

- Please send us your resume
- Please include a cover letter telling us why you are going to be great in this role.

**\*\*Principals only. Recruiters, please do not contact this job poster- Do NOT contact us with unsolicited services or offers\*\***