



<b>Job Title</b>	Director, Channel Marketing
<b>Location</b>	San Jose, CA
<b>Job Summary</b>	Responsible for developing and implementing worldwide channel marketing program strategies and promotional campaigns, including turnkey marketing programs, demand/lead generation programs, the development and management of the worldwide partner portal/website, and supporting partner sales/product training programs. Must have experience with 2-tier channel strategy in high-tech.
<b>Job Content</b>	<ul style="list-style-type: none"> <li>• Drive ongoing communications with Resellers and End-Customers including, but not limited to: <ul style="list-style-type: none"> <li>○ Customer Promotions</li> <li>○ Channel Incentive Programs</li> <li>○ Lead generation activities</li> <li>○ Email activities</li> </ul> </li> <li>• Develop and drive lead generation strategy, generating qualified prospects for the Sales organization. Includes ongoing lead nurturing programs.</li> <li>• Design and implement measurements to quantify ROI from channel marketing programs, quarterly promotion campaigns and co-marketing activities with Channel Partners</li> <li>• Management of Channel incentive programs (SPIFs) and Channel Partner MDF program</li> <li>• Work closely with Marketing Communications, Web teams and Product Marketing on development and production of partner enablement tools and other campaign-related collateral</li> <li>• Manage marketing automation system and data to enable successful email campaign setup and execution</li> <li>• Develop, maintain and manage partner portal website and associated content</li> <li>• Internal liaison responsible for communicating all channel programs, promotions and lead generation activities</li> </ul>
<b>Job Qualifications</b>	<ul style="list-style-type: none"> <li>• Strong written, verbal, analytical, and interpersonal skills</li> <li>• Ability to speak in front of groups as it relates to Channel Marketing, Marketing Communications and PR activities</li> <li>• Works extremely well as a member of a team, excels also as an individual contributor</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• 8+ years Channel Marketing or Channel Sales experience in computer hardware/ software</li> <li>• 2-5 years Marketing Communications experience</li> <li>• Exceptional written and verbal communications skills</li> <li>• Data storage industry experience preferred</li> </ul>
<b>Education and Training</b>	Bachelor's degree or equivalent experience
<b>Skills, Knowledge and Ability</b>	Demonstrated leadership and project management skills. Strong written, verbal, analytical and interpersonal skills with the ability to understand technical information. Ability to solve problems of diverse scope through analysis of identifiable factors. Advanced computer skills, including working knowledge of Microsoft Office Suite and publishing applications. Capable of problem analysis and problem resolution at both a strategic and functional level. Requires strong initiative, the ability to take direction and complete assignments as necessary, and the ability to work effectively under deadline pressure. Some travel may be required.