



## Channel Manager

**Location:** Remote (Eastern U.S. preferred)

**Type:** Full-time

**Reports to:** VP of Strategic Alliances

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### Role Overview

Spur Intelligence is establishing a repeatable partner engine, including a strong focus on Value Added Resellers (VARs). In this role you will be responsible for recruiting, enabling, building pipeline and revenue generation with core partners in North America.

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### Key Responsibilities

- Recruit new partners: identify, outreach, discuss Spur's value prop, negotiate agreements, and ramp partners to first deal.
  - Enable partner sellers: training, playbooks, positioning, demo support, battlecards, and "how to sell Spur".
  - Drive co-selling motions: joint account planning, deal registration, partner-sourced pipeline creation, and forecasting.
  - Co-marketing & field marketing with partners: webinars, events, content, referrals, and customer stories.
  - Partner performance management: set quarterly targets, track KPIs, run QBRs, and improve partner productivity.
  - Internal cross-functional coordination: work with Sales, Marketing, Product, and Customer Success to improve the partner experience.
  - Operate like an owner: keep CRM/partner portal clean, build repeatable processes, and iterate the program based on data.
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### Required qualifications

- 5-7 years in channel partnerships / alliances / partner sales in cybersecurity software.
- Proven history of recruiting and ramping partners to revenue.

- Strong sales fundamentals: positioning, discovery, deal strategy, and influencing without direct authority.
  - Experience training partners and internal sales teams.
  - Comfortable with Salesforce.
  - Excellent written + verbal communication; can present to partner leadership and frontline sellers.
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## **Preferred qualifications**

- Experience with GuidePoint Security, Optiv, SHI and regional security VARs.
  - Worked in a startup/scale-up environment.
  - Familiar with partner legal/commercial structures.
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## **Key metrics**

- Partner-sourced pipeline and revenue
  - Partner-influenced pipeline and revenue
  - Number of deal registrations
  - Percentage of business attached to partners
  - Win rates with partners
  - ROI on partner marketing
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## **Compensation**

- Base + Variable (OTE), plus benefits
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To apply for this position, please submit your resume to [careers@spur.us](mailto:careers@spur.us).