



Job Description

Job Title: Business Development Manager (Germany)

Reporting to: Country Lead, (Germany)

Location: Homebased (Frankfurt)

Job Purpose:

To be responsible for increasing revenue in Germany and Austria within the Financial Services sector by leveraging the SANS product portfolio. This includes driving growth within key financial institutions, developing and expanding relationships with banks, insurance companies, and asset management firms, and identifying and securing new critical contracts from prospect to partner. All activities will align with the unique regulatory, compliance, and security needs of the Financial Services sector, while adhering to the SANS brand, values, and mission statement.

Main duties and responsibilities:

Client Relationship Management

- Responsible for the management and growth of existing selected Tier 1 Financial Services customers.
- Operate as the main point of contact for assigned accounts within the Financial Services sector.
- Ensure customer success and satisfaction, delivering a first-class experience tailored to the specific needs of Financial Services clients.
- Conduct effective, regular Customer Account Reviews with assigned Tier 1 Financial Services clients to ensure alignment with business goals and market developments.
- Proactively network across the Financial Services sector, attending industry-specific events and forums when required, to strengthen relationships and identify new business opportunities.

Business Development

- Fully understand the SANS product portfolio, with a specific emphasis on solutions relevant to the Financial Services industry, to generate quality opportunities and differentiate our offerings from those of competitors.
- Stay updated on the latest trends, regulations, and developments within the Financial Services and Cyber Security industries.
- Effectively articulate the SANS business strategy and its relevance to the Financial Services market, aligning solutions with industry-specific challenges such as regulatory compliance and risk management.
- Increase year-on-year revenue across the Tier 1 Financial Services account base, in line with agreed targets.



- Responsible for accurately forecasting sales on a monthly basis, ensuring all activities are recorded in line with business CRM processes.
- Represent SANS in the Financial Services sector, translating industry developments and Cyber Security risks into tailored, customer-driven solutions.

Sales Administration & Process

- Monitor payment of customer invoices, ensuring that outstanding invoices and debts within the Financial Services portfolio are settled promptly.
- Support marketing campaigns and SANS events, specifically targeting Financial Services clients, to drive revenue growth and brand visibility.
- Successfully develop and drive sales plans, using agreed methodologies, with a focus on opportunities within the Financial Services industry.
- Embrace and adhere to agreed sales processes and procedures, ensuring that they are followed consistently within the Financial Services sector.

Other

- Manage and deliver agreed targets, KPIs, and objectives specifically within the Financial Services sector.
- Effectively manage the invoicing and aged debt process, ensuring prompt payment of customer invoices within the Financial Services portfolio.
- Build peer and executive relationships both within the Financial Services sector and across the wider SANS teams.
- Maintain and enhance the SANS brand and mission, particularly in its positioning as a trusted Cyber Security provider to the Financial Services industry.
- Carry out additional responsibilities as requested by the Management Team.