



Job Description

Job Title: Country Lead (KSA & Bahrain)
Reporting to: Managing Director, META
Location: Homebased

Job Purpose:

To be responsible for the sales and business development of the SANS product portfolio in KSA & Bahrain in accordance with agreed revenue, costs, budgets and profit margin targets, developing existing client relationships whilst identifying and pursuing new customer opportunities from prospect to partner and to fully represent and build the SANS brand in accordance with the Company's brand values and mission statement.

Main duties and responsibilities:

Strategy

- Responsible for the Country's strategy creation, development and execution.
- Responsible for Sales Key Performance Indicators (KPIs) creation and delivery within responsible area.
- Translate Cyber Security industry developments into customer driven solutions.
- Responsible for building and maintaining the SANS brand and mission within the Country of responsibility.

Financial/Reporting

- Responsible for Profit & Loss Account for responsible area, managing the Country's revenue, costs and profit.
- Responsible for reporting on, and communicating the Country's business performance on a monthly basis.
- Responsible for forecasting sales on a monthly basis in line with business CRM processes.
- Responsible for identifying and explaining variances in relation to actual v target performance, creating and executing action plans to course correct.
- To monitor payment of customer invoices ensuring outstanding invoices and debts are settled in a timely manner.

Business Development

- Responsible for managing and achieving personal KPIs and other set objectives.



- To conduct face to face meetings with prospective customers (when appropriate and safe to do so).
- Responsible for collaborating with the Marketing Team to deliver suitable demand & lead generation campaigns.
- Organise, manage and support sales campaigns and trade events to support revenue growth targets.
- To successfully develop and drive sales plans, using agreed methodologies
- To work closely with other Country Leads, Business Development Managers and other SANS staff in the wider region to deliver agreed joint initiatives/ventures.
- To take ownership of the tender process for any prospective customer procurement opportunities when applicable.

Account Management

- Responsible for the management of all customers including 3rd party, resellers and global customers.
- To provide executive involvement in key accounts, managing and developing existing client relationships.
- To ensure “Rolls Royce” back-end post purchase support for customers within the responsible Country.

People Management

- Responsible for the recruitment, selection and onboarding of new team members.
- Responsible for the performance management of direct reports, motivating team members to achieve their true potential and achieve their KPIs and personal business objectives.
- Identifying learning & development opportunities for direct reports.
- Responsible for dealing with any employee relations issues for direct reports including managing disciplinary & grievance issues.

Other

- To define and develop peer and executive relationships with the wider SANS teams.
- To pro-actively network and develop links across Government and major enterprise businesses to ensure the planned future growth trajectory.
- To support and assist the SANS Event Management Team at training events within the country and/or region.
- To assume a senior role and responsibility as part of the wider META Team.