

**Role Title:** Strategic Alliance Manager, Europe

**Function:** Global Business Development / Strategic Alliances

**Region:** Europe (location: ideally Munich, Germany but hybrid/remote possible for the right candidate)

**Reports to:** VP Global Business Development (US-based) with dotted line to European GM

**Travel:** 20-30% across Europe + periodic travel to US HQ/partner events

To apply for this role, please send your CV to [alica.martin@tscprinters.eu](mailto:alica.martin@tscprinters.eu).

## Role Summary

The Strategic Alliance Manager will build and scale a high-impact alliance ecosystem (primarily independent software vendors (ISVs) but scope also includes hardware vendors (IHVs)) to accelerate revenue growth for our AIDC portfolio (thermal printing, mobile computing, RFID, and related solutions). This role partners closely with the established US-based alliance program leader to adapt the proven North Americas ISV strategy to European market dynamics.

You will identify, onboard, and grow relationships with alliance partners (platform providers, systems integrators (SIs), and solution specialists) that integrate, validate, and co-sell solutions with our hardware and services. This role is commercial and relationship-driven, but also somewhat technical - you will be comfortable discussing software integration, and solution validation.

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## Key Responsibilities

### ISV Ecosystem Development

- Identify, prioritize, and recruit high-value ISVs aligned to key AIDC verticals such as retail, logistics, manufacturing, and healthcare
- Translate the North American alliance program playbook (tiering, onboarding, enablement, joint marketing, and co-sell motions) into a Europe-ready execution plan.
- Drive “solution-ready” integrations: coordinate technical validation, compatibility testing, documentation, and reference architectures with internal engineering/product teams.
- Build and maintain a pipeline of joint opportunities with ISVs, including tracking partner-sourced and partner-influenced revenue.

### Partner Management & Growth

- Own relationships with ISV leaders; build multi-threaded relationships (business + product + technical).
- Develop joint business plans: target segments, joint value proposition, enablement needs, quarterly goals, and field engagement plans.
- Collaborate with European sales teams to activate hardware-selling alliance partners: joint account mapping, partner-led introductions, deal support, and field training.
- Align with marketing for partner campaigns, events, webinars, content, and partner directory/listings.

### Cross-Functional Leadership

- Serve as the European voice of the partner ecosystem internally—share market insights, integration requirements, and competitive intelligence.
- Coordinate with global teams (US ISV leader, product management, engineering, support, marketing) to ensure consistent partner experience and messaging.

- Support commercial and legal processes: NDAs, partnership agreements, referral/co-sell frameworks, and partner program compliance.
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### Success Measures (First 12–18 Months)

- **Partner recruitment:** number and quality of onboarded ISVs (targeted, validated, and enabled).
  - **Integration readiness:** validated solutions, documented integrations, and repeatable deployment playbooks.
  - **Revenue impact:** partner-sourced / partner-influenced pipeline and bookings; joint wins in targeted verticals.
  - **Field adoption:** European sales engagement, partner-led opportunities, and trained/activated channel participants.
  - **Program execution:** localized Europe plan delivered on time (tiering, enablement, cadence, metrics).
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### Required Qualifications

- **7+ years** in strategic alliances, partner management, business development, or ecosystem roles - preferably in enterprise B2B technology, automation, AIDC, mobility, or adjacent hardware/software ecosystems.
  - Demonstrated success recruiting and scaling **ISV partnerships** and driving measurable commercial outcomes (pipeline/bookings).
  - **Technical fluency:** comfortable discussing software development concepts (integration patterns, release cycles), enterprise software stacks, and how software integrates with hardware devices.
  - Strong understanding of **hardware + software solution selling** (devices, peripherals, RFID, printing, rugged mobility, device management).
  - Proven ability to **lead cross-functional initiatives** and influence without authority.
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### Preferred Qualifications

- Experience with European channel models and country-by-country go-to-market differences.
  - Background in vertical solutions (retail, logistics, manufacturing, healthcare) and operational workflows.
  - Familiarity with device management/enterprise mobility, edge software, or data capture applications.
  - Strong written and spoken English.
  - Familiar with the software product lifecycle.
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### Core Competencies

- Relationship builder with presence and strong negotiation skills
- Structured, metrics-driven program operator (pipeline discipline, partner tiers, QBRs)
- Commercial mindset with ability to translate strategy into field execution

- Collaborative and credible with technical and product teams
- Comfortable with ambiguity; able to build “from playbook” while localizing for Europe