

Turkey Jobs Expertini®

Regional Account Manager, CIS

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Company: Trend Micro

Location: İstanbul

Category: other-general

When you join Trend, you become part of a unique and diverse global family and you get to work towards a world safe for exchanging digital information.

ABOUT TREND MICRO

Trend Micro, a global cybersecurity leader, helps make the world safe for exchanging digital information. Fueled by decades of security expertise, global threat research, and continuous innovation, Trend Micro's cybersecurity platform protects hundreds of thousands of organizations and millions of individuals across clouds, networks, devices, and endpoints. As a leader in cloud and enterprise cybersecurity, the platform delivers a powerful range of advanced threat defense techniques optimized for environments like AWS, Microsoft, and Google, and central visibility for better, faster detection and response. With 7,000 employees across 65 countries, Trend Micro enables organizations to simplify and secure their connected world. For additional information, visit

POSITION OVERVIEW

The Regional Account Manager (RAM) based in **(MMEA/ Türkiye)** will focus **The Commonwealth of Independent States (CIS)** by proactively building new clients and grow assigned territories by working closely with our Technical, Channel Partner and Marketing team to formulate selling strategies and campaigns - to build trusted relationships with customers and their senior representatives. The Regional Account Manager is accountable for achieving and overachieving sales target to contribute to the sales performance of the assigned region. The Regional Account Manager will be the trusted advisor of Trend Micro as you articulate and promote the company's value proposition and services to customers.

PRIMARY RESPONSIBILITIES

Identify and pro-actively target prospects and existing clients to drive the adoption of Trend Micro technologies and services

Increasing market share in the defined territory objectives of accounts and develop market strategies for each product and service

Knowledge of assigned territory, connect with CIO/CISO to create and grow opportunities

Work with relevant stakeholders (Pre-Sales, Marketing and Sales Head) to take the right value proposition to Channel CEO and associated sales and technical teams

Attain revenues goals per quarter allocation in line with BU goals

Develop relationships with our ecosystem of alliances or technology partners (AWS/ Microsoft/ Vmware/ Google)

Knowledge of security frameworks like Zero Trust, SASE, UEBA, XDR and Security Platforms like SIEM and SOAR can be added advantage

Document and maintain all account information in Salesforce to facilitate opportunity management, accurate revenue forecasting, and account planning

Communicate relevant information to stakeholders to facilitate decision making

Build and maintain client contacts and relationships by understanding client's business and requirements

Consult customers on cyber security initiatives and drive constant engagement from demos till post implementation support

Lead and support any client meetings/calls

Hold and participate in the account review meetings to discuss claims customer experience, service performance and client feedback as well as possible future opportunities for CVP

EXPERIENCE

Minimum 5 years of relevant Sales Experience and preferably few years in Security Industry.

Account Management certification such as SPIN or TAS would be highly regarded.

Sales Based Certifications

Security Certification

Exposure to both End Customer Environments and Channels

Selling value to CIO, and complex multiple customer scenario showcasing technical and sales expertise

Proven Account Management experience in commercial sector

Knowledge of competition, new cybersecurity technologies, upcoming trends (Cloud, Digital Transformation, IIoT, industry etc), country regulations that affect target markets

Must have growth-oriented mindset and experience of working in the collaborative environment

Collaborative across various functions such as Technical, Marketing, Channel, to ensure customer success at all level

Ability to network, create and build strong relationships senior executive relationships

Excel in presenting business value proposition, solutions/benefits of complex technology in easy-to-understand business language

Fluency in Russian language is a plus

Trend Micro strive to build an environment of equity and inclusion, which reflects diverse points of view. We welcome, value, promote, and celebrate diversity - the very experiences and attributes that make us who we are, including but not limited to race, ethnicity, nationality, gender, gender identification, sexual orientation, level of ability, age, religion, veteran status, socio-economic status, and political philosophy.

We embrace change, empower people, and encourage innovation. Join Trend Micro and Thrive with us.

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