



Director of Strategic Accounts

Job Scope

The Director of Strategic Accounts is a senior-level role responsible for managing and growing strategic relationships with key accounts to drive business growth and revenue. This position involves developing and executing account strategies, fostering strong customer relationships, and collaborating with internal teams to ensure customer success.

Responsibilities

- Develop and execute strategic account plans: Identify key strategic accounts and develop comprehensive account plans to drive growth and maximize revenue opportunities.
- Build and maintain strong customer relationships: Establish relationships with key stakeholders within strategic accounts, including C-level executives, decision-makers, and influencers.
- Drive customer satisfaction and success: Collaborate with cross-functional teams, including sales, marketing, product, and customer success, to ensure customer satisfaction and meet customer expectations.
- Understand customer needs and objectives: Conduct in-depth research and analysis of strategic accounts to understand their business goals, challenges, and needs. Use this information to identify opportunities for upselling, cross-selling, and providing value-added solutions.
- Collaborate with internal teams: Work closely with sales, marketing, product, and service teams to align strategies and deliver exceptional customer experiences. Provide feedback and insights from strategic accounts to drive product and service improvements.
- Develop and negotiate contracts: Lead contract negotiations and renewals with strategic accounts, ensuring favorable terms and conditions for both parties.
- Monitor and report on key account metrics: Track and analyze key performance indicators (KPIs) and metrics to measure the success and health of strategic accounts. Prepare regular reports and presentations for senior management.
- Stay informed about industry trends: Keep abreast of market trends, competitive landscape, and industry developments that may impact strategic accounts. Provide insights and recommendations to internal teams and customers.
- Identify and pursue growth opportunities: Identify new business opportunities within strategic accounts and work with the sales team to develop and execute expansion strategies.
- Conduct regular business reviews: Conduct periodic business reviews with strategic accounts to evaluate performance, address concerns, and identify opportunities for improvement.

Requirements

- Bachelor's degree in business administration, marketing, or a related field. A Master's degree is a plus.

As an EEO/Affirmative Action Employer all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status.



Proven experience in strategic account management, business development, or sales leadership roles, preferably in a B2B environment.

Strong business acumen and strategic thinking abilities.

Excellent communication and presentation skills, with the ability to influence and negotiate at senior levels.

Demonstrated experience in building and maintaining strong customer relationships.

Strong analytical and problem-solving skills, with the ability to analyze complex data and make strategic recommendations.

Results-driven mindset, with a track record of meeting or exceeding sales targets and driving revenue growth.

Collaborative and team-oriented approach, with the ability to work effectively with cross-functional teams.

Familiarity with CRM software and sales analytics tools.

Proactive and self-motivated, able to work independently and manage multiple priorities.

Willingness to travel as required to meet with strategic accounts and attend industry events.