

Job Title: Partner Lead, ANZ
Department: Sales
Reports to: Managing Director, ANZ
Location: Melbourne/Sydney



Looking to unleash your potential, find deeper personal fulfilment, and thrive in a collaborative team environment? At **SNP**, we provide the perfect platform for you to grow, innovate, and make a meaningful impact!

Our COMPANY

SNP Group is a world-leading provider of data transformation software and professional services for managing complex SAP transformations. SNP data transformation professionals work with SAP and SAP tier 1 global system integration partners to modernise, merge, harmonise or split SAP systems and data to help large enterprises realise their goals for their SAP landscape.

SNP has over 1,500 SAP data transformation professionals worldwide at 35 locations in 20 countries. The company is headquartered in Heidelberg, Germany and is listed on the Frankfurt Stock Exchange. SNP Group is closely affiliated with SAP given that SNP is solely focused on transformation of SAP workload.

SNP JAPAC team is primarily located in Singapore, Malaysia, China, Japan, Australia and now Thailand. SNP data transformation professionals are recognised as most highly skilled professionals in SAP data transformation and complex SAP landscape transformation.

What we're looking for

Partner Lead, ANZ

We are seeking a dynamic and results-driven **Partner Lead, ANZ** to spearhead integrated go-to-market strategies and strengthen SNP's position in the Australia and New Zealand region. This hybrid role combines strategic partner enablement and B2B marketing execution to drive pipeline growth, build brand equity, and accelerate customer acquisition. You'll work closely with SAP and channel partners,

internal sales, delivery, and global marketing teams to ensure the success of joint initiatives across the region.

Responsibilities

Partner Management

- Define, build and execute Partner strategies to manage and strengthen partnerships within ANZ resulting in at least 80% of annual business being through partners.
- Enable partners on SNP's product portfolio through training, toolkits, and co-branded assets.
- Collaborate with SAP and other system integrators to co-design win-win go-to-market offerings tailored to market demands.
- Drive joint marketing programs with key partners to generate pipeline and brand awareness.
- Support partners in deal execution including positioning, value proposition, and co-selling motions.
- Maintain governance frameworks and act as a key point of contact between SNP and partner stakeholders.
- Monitor market trends, partner performance, and report on KPIs and revenue impact

Marketing Strategy & Execution

- Develop and execute integrated marketing plans aligned to business objectives, pipeline targets, and brand positioning across Australia and New Zealand.
- Drive lead generation and customer engagement through campaigns, events, content marketing, social media, and digital channels.
- Manage local execution of global campaigns and work with creative, digital, and event agencies to deliver impactful initiatives.
- Develop sales enablement content including presentations, case studies, and product collateral.
- Track campaign performance and provide analysis and insights to refine strategies.
- Build strong relationships with regional stakeholders, customers, and SAP marketing teams.

Qualifications

- Bachelor's degree in Technology, Marketing, Business, or a related field.
- 5–8 years of experience in enterprise technology sales and/or delivery, B2B marketing or partner management.
- Experience with enterprise software, specifically SAP, SAP RISE and SAP S/4HANA and digital transformation solutions.
- Understanding of the ANZ market in the context of SAP and digital transformation.
- Strong project management and communication skills across internal and external stakeholders.
- Proven ability to develop and execute marketing campaigns from concept to results.
- Demonstrated success in building partner relationships and driving revenue through joint initiatives.
- Creative mindset with analytical thinking and a data-driven approach.
- Willingness to travel within Australia and New Zealand.

What's in it for you

- Competitive salary and company bonus scheme
- Mobile Allowance



DATA. TRANSFORMATION. EXPERIENCE.

- 20 days annual leave
- 10 days carer leave
- 5 days company paid family leave
- Flexible Benefits
- Hybrid working model where you enjoy the flexibility of working both remotely and in the office

“Be More” @ SNP: Unlock Your Full Potential

If you're thrilled about driving business outcomes through strategic partnerships and solution selling, we'd love to hear from you!

Apply now and let's shape the future together.



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