

ROLE PROFILE

Position Title: Senior Manager Partnerships	Reporting to: Senior Director Business Solutions
Business Unit: Business	
Division: Business Solutions	Department: Partnerships

A. ROLE AND CONTEXT

Purpose: This role is responsible for enhancing the OQ portfolio through strategic partnerships, creating unique offerings, and reducing the cost of ownership throughout the delivery lifecycle. This role is crucial for the division's commercial success, with a mandate to ensure that partnerships are optimized and aligned with OQ's best interests. Whether integrated into mass-market products, tailored bespoke solutions, or managed services, effective partnerships is crucial to achieving the key objectives. The role requires extensive experience in scouting, negotiating, and finalizing deals that enhance value across the entire partnership lifecycle, focusing specifically on technology and services pertinent to OQ. This commercially focused position will be assessed on the value created through these partnerships, including rebates. Furthermore, it will uphold standards of purpose and quality, setting industry benchmarks while ensuring ethical conduct and efficient contract management.	Functional Context: Ooredoo's Business BU is a critical part of the company's first line customer facing activities for all Business Accounts and has a significant role to play in long term business value creation through product design, achievement of sales revenue, profit and customer satisfaction, as defined in the annual business plans. The department drives strategic partnerships within OQ's B2B, focusing on innovative solutions, enhanced service offerings, and business growth. These partnerships, ranging from product and innovation to delivery and service, aim to create mutual benefits for both the B2B department and its customers. The department mandate includes identifying potential partners, evaluating them, establishing robust relationships, and continuously monitoring and adjusting partnership conditions. This ensures swift partner onboarding and seamless integration of resources, products, and processes into OQ's operations, supported by comprehensive documentation and meticulous processes. The team operates in two modes: responding to specific partnership requests from other departments (e.g., Product Hub, Professional Services) and proactively scouting partners based on industry trends and market opportunities.
--	--

B. ROLE ACCOUNTABILITIES

- Develop and implement a B2B partnerships strategy to support the B2B strategic direction and position in the market, while achieving the revenue growth targets and enhance profitability. - Lead the identification, evaluation, and development of the strategic partnerships that aligns with Ooredoo's business objectives especially with hyper scalers, OEMs and technology disruptors. - Establish the next level of partnerships at OQ as key value creation driver and implementing approaches such as product integration, co-marketing, co-creation, and joint value proposition development with partners. - Maintain a monitoring and escalation role for partners during implementation of projects, ensuring timely delivery, budget adherence, and quality outcomes. - Lead the Partnerships program for B2B department, taking full accountability for the success of the partnerships program and steering the partnerships initiatives especially the strategic ones very closely. - Ensure that quality across partnerships program is maintained through proper documentation, processes, legal framework, and support ecosystem. - Define the key objectives and develop business plans for individual partners, set business direction and lead activities to fulfil the strategic objectives of both parties. - Oversee all partner engagements, including communication, ecosystem management, and collaborative initiatives such as joint product development, solution integration, and co-marketing campaigns. - Negotiate and establish partnership agreements, contracts, and business terms that maximize value for OQ, protects its IP rights including brand assets, and lowers commercial risks. - Set up frameworks for easy partner onboarding and integration into the operating model (tools, business processes, IT).

ROLE PROFILE

- Be the business owner for the automation of partner onboarding, revenue share management and recognition, and other back-office related processes such as an easy-to-integrate IT infrastructure.
- Monitor and analyze the performance of running partnership, track KPIs, and provide regular reports to senior management on the success and ROI of partnerships initiatives.
- Stay ahead of Telecom and ICT industry trends to provide strategic guidance for the continuous enhancement of partnerships.
- Build and maintain strong relationships with key stakeholders, including executives and decision-makers within partner organizations.
- Serve as the primary point of contact for strategic partners, ensuring effective communication and collaboration.
- Attend key partner events to represent OQ B2B unit, build relationships with key partner stakeholders and stay abreast of the latest partner updates.
- Develop and enhance team skills while serving as a subject matter expert to create a multiplier effect across B2B divisions.
- Collaborate closely with internal cross-functional teams, including Business Accounts, Customer Experience, Product Hub, and Delivery, to select, manage and ensure a cohesive partner experience.
- Work closely with the Business Account to develop joint industry strategies with partners, including target accounts, co-sell opportunities and joint marketing/events.
- Assist Business Account and Product teams in developing and conceptualizing new products and solutions by providing insights and intelligence from partners.
- Identify and pursue innovative initiatives and collaborative projects within Telco and ICT that can drive growth and add value to the organization.
- Work with Procurement, Legal department and Contract Management team (primary contact) to ensure partner agreements are in line with sourcing and partnerships guidelines.

C. SCOPE AND INTERACTIONS

Direct Revenue Responsibility: Yes Direct Budget Responsibility: Yes Direct People Management Responsibility: Yes	Primary Interactions (Internal/External)	
	Internal Relationships: Cross Functional	External Relationships: Business Partners Customers Vendors

D. KEY PERFORMANCE INDICATORS (KPI)

- Increased overall profitability of the products
- Decreased time to market
- Cost efficiency in product development
- On plan rollout of new products
- Improved customer perception through qualitative research
- Revenue (budget vs. actual), market share

E. EXPERIENCE, QUALIFICATIONS AND SKILLS

Minimum Experience, Essential Knowledge & Skills	Minimum Entry Qualifications
10 years' experience in a similar role.	Bachelor's Degree in Business Administration or Marketing or Engineering
Experience in defining and developing requirements for products and services within a technology company - preferably telecommunications related.	Preferred Certifications / Other Qualifications Any Relevant Certifications

Technical Competencies	Required Level	Behavioural Competencies	Required Level
-------------------------------	-----------------------	---------------------------------	-----------------------

ROLE PROFILE

B2B ACCOUNT MANAGEMENT	Advanced	Building Customer Value	Intermediate
INDUSTRY DEVELOPMENT	Expert	Delivering Results & Fostering Collaboration	Intermediate
PRODUCT DEVELOPMENT & MANAGEMENT	Advanced	Shaping Strategy	Intermediate
B2B ICT PRODUCTS KNOWLEDGE	Intermediate	Driving Change	Basic
DIGITAL SME	Advanced	Networking and Influencing Collaboratively	Basic
PRICING	Advanced	Leading Teams	Basic
Competency Level (Reference Range)	Basic Low	Intermediate	Advanced Expert High