

Position Title

Regional Channel Partner Manager

Qualification

Graduate with 3 to 8 years of relevant channel sales or partner management experience

Location / Timing

Delhi NCR, Bengaluru & Hyderabad (1 position each)
Full-time

Job Description

The Regional Channel Partner Manager is responsible for driving channel-led business growth in the region through distributors and channel partners. The role focuses on expanding Ray's channel network, enabling partners, supporting deal conversion, and delivering revenue growth for Ray's networking and security solutions.

Responsibilities

1. **Drive channel-led revenue growth in the region** through distributors and channel partners.
2. **Identify, onboard, activate, and develop channel partners in the region** to expand Ray's market reach and drive sustained business growth.
3. **Enable channel partners to sell effectively** through product training, commercial support, and solution positioning.
4. **Support deal closure through channel partners in the region** by assisting with opportunity development, pricing, proposals, and customer alignment.
5. **Work with distributors and channel partners** to improve product availability, sales movement, and local demand visibility.
6. **Conduct regular business reviews with distributors and channel partners** to track pipeline, performance, and growth opportunities.
7. **Ensure adherence to company pricing, deal registration, and commercial guidelines** across the assigned channel base.
8. **Coordinate with internal teams for smooth regional execution** including pre-sales, support, marketing, and logistics.
9. **Resolve channel and customer escalations promptly** to maintain partner confidence and business continuity.
10. **Capture feedback from channel partners and customers** to support better execution and product improvement.

Qualification Skills (Mandatory & Optional)

Mandatory

- ✓ 3 to 8 years of relevant channel sales or partner management experience

- ✓ Experience working with distributors and channel partners in IT, networking, or security
- ✓ Experience managing or leading a defined region or territory
- ✓ Currently working in the region, or previously worked in the region and willing to return
- ✓ Willingness to travel within the region and nearby assigned areas

Optional

- ✓ Prior OEM experience in networking, security, or related technology
- ✓ Existing channel network in the region

Key KPIs

- ✓ Regional channel revenue achievement
- ✓ New partner onboarding
- ✓ Active productive partners
- ✓ Partner-led pipeline generation
- ✓ Channel deal conversion rate

Reporting Structure

Head of Sales / Channel Sales Head

About Ray

Ray is a fast-growing networking and security company focused on building practical, high-performance solutions across Wi-Fi, switching, SD-WAN, firewall, and related enterprise technologies. With a strong product and channel focus, Ray is expanding across key markets through partner-led growth and solution-driven execution.

Website

www.ray.life