



Position: Strategic Account Manager

Reports to: Chief Growth Officer

Salary: \$80,000-120,000; Eligible to participate in competitive Sales Incentive Plan

Position Summary:

The Strategic Account Manager is responsible for maximizing revenue growth, product adoption, and commercial performance across Scrum Alliance's portfolio of Training Partner Companies and content creation partners.

While a major revenue driver will continue to be on-demand microcredentials, this role will support and grow partner engagement across *the full suite of Scrum Alliance solutions*, including:

- On-demand Microcredentials
- Instructor-led certification courses (CST-led)
- Blended learning pathways and learning journeys
- Enterprise learning solutions
- Coaching and facilitation
- Community and engagement offerings
- Future-state subscription and digital learning products

This individual will manage and expand a defined set of high-value channel partners (most of whom act as resellers) with the purpose of ensuring they hit and exceed their annual revenue and learner volume commitments.

This is a high-accountability, growth-driven, commercially oriented role focused on scaling our channel ecosystem.

Responsibilities

Strategic Partner Management

- Own end-to-end commercial relationships with Training Partner Companies and content creation partners.
- Serve as the primary commercial and operational point of contact for assigned partners.
- Deeply understand partner capabilities, business models, target markets, and GTM motions to recommend strategies that expand adoption and sales.

Revenue Growth & Portfolio Expansion

- Drive achievement of ~\$1.1M in revenue growth across assigned partners.
- Ensure partners meet or exceed learner-volume commitments and sales targets across the entire Scrum Alliance portfolio, not only microcredentials.
- Promote partner adoption of new offerings as our catalog expands (e.g., future blended learning, community engagements, subscription models).
- Conduct quarterly business reviews focused on performance, metrics, forecasts, and actionable growth plans.

Partner Enablement & GTM Support

- Train partners on the breadth of Scrum Alliance's solutions, positioning, benefits, use cases, and target customer profiles.
- Guide partners in building compelling sales motions, product bundling strategies, and pricing approaches aligned to our Minimum Advertised Price (MAP) policy.
- Support co-marketing opportunities and campaigns to drive pipeline and learner engagement.
- Ensure rapid enablement and launch readiness when new learning products, microcredentials, or delivery models become available.

Operational Excellence & Cross-Functional Alignment

- Collaborate closely with Customer & Partner Success, Marketing, and Product to enhance partner experience and streamline execution.
- Escalate partner feedback into actionable insights that influence product enhancements, roadmap priorities, and operational improvements.
- Ensure CRM hygiene, forecasting accuracy, and regular reporting for partner performance.

Mission & Community Alignment

Although growth-driven, the role upholds our mission by:

- Ensuring partners deliver high-quality learning experiences consistent with Scrum Alliance values.
- Advocating for increased access and learner success within partner ecosystems.
- Supporting community-building initiatives where aligned to partner strategies.

Qualifications

- 5–10 years experience in channel management, reseller enablement, or strategic account management roles.
- Proven track record of driving growth through channel partners, ideally with education, training, certification, or SaaS learning products.
- Experience managing revenue targets, building account plans, forecasting, and influencing partner behavior.
- Strong commercial acumen and a data-driven approach to diagnosing performance and prioritizing actions.
- Demonstrated ability to manage multiple high-value accounts with complex workstreams.

- Exceptional relationship-building, communication, and negotiation skills.
- Experience working cross-functionally with sales, marketing, product, and success teams.
- Comfort operating in a dynamic nonprofit environment undergoing modernization and transformation.

Success In This Role Looks Like:

- Achieve or exceed revenue and learner-volume targets across assigned partners.
- Significantly increase partner adoption of the broader Scrum Alliance solution portfolio.
- Establish trusted advisor relationships with all assigned Training Partner Companies and content creation partners.
- Deliver accurate forecasts and partner performance reporting.
- Improve partner marketing, sales motions, and operational readiness.
- Strengthen the channel ecosystem's contribution to Scrum Alliance's mission and revenue growth.