

Nylas Alliances - Strategic Partner Manager Role:

Job Description: Recently announcing our 120M Series C funding round, Nylas is undergoing tremendous growth and we're just getting started.

Our mission is to help app developers and SaaS product builders enable communication features in their apps to more effectively interact with, retain and grow their users. Integrations to Email, Scheduling, Contacts, and other intelligent capabilities such as sentiment analysis and OCR help our customers like Atlassian, Ceridian, Freshworks, and TalkDesk deliver innovative experiences that power high RoI outcomes for their users.

Nylas' Alliances team focuses on initiating and scaling strategic partnerships via channels that do or can drive \$1M+/year to the business. You'll excel in this role if you have a startup/entrepreneurial mentality, are outcome oriented and purpose driven with a huge motor and ability to execute.

Role and Responsibilities:

1. **Google OAuth Review Program** - Nylas partners with 2 of the 3 Google approved security firms to resell the Google OAuth Security Assessment, a requirement for thousands of applications/SaaS products integrating with "Restricted" Gmail API's, such as reading emails. We've also built a product - the [Express Security Review \(ESR\)](#) - to support the program through a digital experience. The Strategic Partner Manager will manage and grow the relationship with these partners and own success of the program overall:
 - a. Own business development and pipeline/revenue targets for the program in coordination with Sales and Account Management
 - i. Intake all leads and monitor data/notification streams to initiate and drive opportunities
 - b. Act as point person between Nylas and our partners both pre and post sale and ensure our customers success' through the end-to-end process (while continuously evaluating/upleveling process as needed)
 - c. Work with Product Management to strategize product innovation and user friendliness (incl. gathering feedback from partners, customers and the Nylas field).
 - d. Work with Marketing and Sales Enablement to deliver campaigns, content and other assets that help build awareness of the program and streamline the sales process
2. **Activating our SI Partner channel** - over 10% of Nylas' 700+ customers have been delivered by third party developers, with very little interaction with us to purchase or implement the platform. With that we believe there's an uncapped opportunity to build visibility of Nylas for SI's/Consultants and drive significant business through

referral/resell channels. In addition to owning pipeline/revenue targets for the channel, responsibilities will include:

- a. Recruiting, building and growing partnerships with consultants/system integrators/developer shops
 - i. Aligning partnerships with our target industries/focuses including Sales, Recruiting/HCM, Cloud Communications, Automotive, Healthcare, E-commerce, and Shipping and Logistics
- b. Defining SI partner plays + GTM to make the channel successful
 - i. Work with Sales and Technical Enablement to develop and refine enablement/onboarding programs for our partners positioning, selling and delivering Nylas solutions
- c. Define/scale process(es) to ensure alignment between Partners, Customers and Nylas onboarding/customer success teams to ensure smooth experience for customers through delivery and into scale
- d. Connecting our prospects who need delivery support with the right partner to ensure expediency and success of their projects

Experience:

1. 3-5+ years of high growth Sales or Partnerships experience with 2+ years of experience building and scaling Consultant/System Integrator relationships
2. Experience building and executing annual plans with strategic partners
3. Experience developing partner GTM programs spanning multiple internal/external business units (sales, marketing, support, customer support/success, etc..)
4. Highly developed problem solving, critical thinking, and time management/prioritization skills
5. Proven ability to work cross-functionally as partnerships is the ultimate team sport
6. Experience in API accessible SaaS or Integration Platforms a plus
7. Channel sales/business development experience a plus