



## Job Title: New Business, Partner & ISV Manager

### About Recarta IT Limited:

Recarta IT is a specialist IT infrastructure and managed services provider, helping organisations navigate complex IT challenges through cloud, security and compliance-driven solutions. Recarta IT was established in 2005 and currently holds its head office in Ranmore Common (Dorking). Recarta has three key strategies:

1. To scope, supply and integrate enterprise server and storage solutions.
2. Provide hosting, professional services and managed services to a wide range of server and storage clients.
3. Supply and renew a wide range of vendor hardware, and software maintenance offerings. Alongside vendor software licensing, compliance, and renewals.

Recarta currently works with over 300 clients annually, servicing public sector, manufacturing, distribution, financial and retail sectors. Recarta currently employs 50 people including technical and sales consultants.

### Job Summary:

The **New Business, Partner & ISV Manager** will play a pivotal role in driving Recarta's growth strategy by targeting new revenue streams through a combination of **direct sales, partner-led engagement, and strategic ISV and MSP relationships**. A key part of this role is to **lead opportunity identification and outbound campaign execution**, working alongside a newly formed **graduate business development team**. You will blend hands-on sales with partner ecosystem building and playing a leadership role in shaping demand-generation activity.

### Key Responsibilities

#### 1. New Business Development

- Proactively identify and close net-new business opportunities across the Recarta target sectors.
- Build strategic relationships with IT and business decision-makers (CIOs, IT Directors, Heads of Infrastructure).
- Lead qualification, proposal development, and commercial negotiations.

#### 2. Vendor, Partner, MSP & ISV Development

- Identify and onboard high-value partners, including:
  - **ISVs** with relevant applications to be hosted or managed on Recarta platforms.
  - **MSPs** seeking infrastructure support, security layers, or co-managed services.
  - **Channel Partners/VARs** requiring specialist delivery with complimentary offerings
- Manage the contractual relationship between Recarta and the third parties
- Develop joint offerings and go-to-market plans with each partner.
- Coordinate co-sell activity and performance tracking.
- Build good relationships with vendor marketing departments.



- Provide the business with insight to partner programmes, incentives, platforms, and marketplaces that will facilitate growth.

### 3. Outbound Campaign Strategy

- Work closely with Recarta's new (to be formed) **graduate sales team** to design, deliver and refine outbound sales campaigns supported by the Recarta marketing team.
- Provide coaching and strategic guidance on campaign targeting, messaging, objection handling, and qualification.
- Develop campaign themes in collaboration with marketing (e.g., cloud cost optimisation, regulated hosting, security & compliance).
- Monitor lead conversion rates, feedback loops, and campaign ROI.

### 4. Pipeline & Forecasting

- Maintain a balanced pipeline from both direct activity and partner-sourced leads.
- Forecast accurately using CRM tools and sales dashboards.
- Report on partner performance and pipeline development metrics.

### 5. Internal & External Collaboration

- Work cross-functionally with technical pre-sales, solution architects, and marketing to shape tailored propositions.
- Represent Recarta at partner events, ISV forums, industry expos, and webinars.
- Ensure internal teams are educated on new partner offerings and collaboration models.

## Objectives (First 12 Months)

1. **Revenue Generation:** Deliver £1m in net-new margin through a mix of direct and partner-led opportunities.
2. **Partner Development:** Onboard 5–7 new strategic partners (mix of ISVs, MSPs, and channel resellers).
3. **Campaign Execution:** Launch 4+ targeted outbound campaigns with the graduate sales team, achieving agreed lead and meeting quotas.
4. **Pipeline Growth:** Build and maintain a qualified pipeline of £3M+, including a minimum of 50% partner-sourced leads.
5. **New Logo Wins:** Secure 3–5 new clients in core verticals (finance, insurance, legal, retail).
6. **Graduate Team Enablement:** Establish a scalable framework for campaign execution, coaching, and reporting for the graduate team.

## Ideal Candidate Profile

### Experience & Skills

#### Essential

- 5+ years in B2B IT sales, business development, or partner/channel management.
- Proven experience working with ISVs, MSPs or channel ecosystems.
- Strong commercial skills with a background in IT infrastructure, managed services or cloud environments.



- Demonstrated ability to lead or coach inside sales/BDR teams or run structured outbound campaigns.
- Excellent relationship-building, presentation, and influencing skills.
- Comfortable in both strategic planning and hands-on execution.

**Desirable**

- Experience selling into regulated sectors (financial services, insurance, legal).
- Familiarity with vendors such as IBM, Pure, Lenovo, Managed services, and hybrid cloud environments.
- Background working with or managing sales or graduate SDR teams.

**Location : Hybrid (UK-based)**

Hours: 09.00 to 17:30

Reports To: *Sales Director*