

## **JOB DESCRIPTION FORM**

<b>Department Description</b>
<p>Cambium Networks is a leading global provider of wireless broadband solutions that connect the unconnected – People, Places and Things. Through its extensive portfolio of reliable, scalable and secure Wi-Fi, fixed wireless broadband point-to-point (PTP) and point-to-multipoint (PMP) platforms; managed by cloud-based software, Cambium Networks makes it possible for service providers, enterprises, governmental and military agencies, oil &amp; gas and utility companies, Internet service providers and public safety networks to build powerful communications networks, reach users from 200 kilometers across mountain tops down to the last meter to their devices and intelligently manage their infrastructure through end-to-end network visibility and actionable analytics. Headquartered in Rolling Meadows, IL, outside Chicago and with R&amp;D centers in the U.S, England and India, Cambium Networks sells through a range of trusted global distributors.</p>
<b>Scope of Responsibilities &amp; Position Expectations</b>
<ul style="list-style-type: none"> <li>• Account Management for the Western region of the NA VAR channel including sales and demand generation efforts, relationship management, and interface to Distributors</li> <li>• Provide a specific tactical and strategic focus on assigned VAR's in the territory driving YoY growth with VAR partners</li> <li>• Assist in developing, recruiting and growing VAR partners by vertical segment to ensure adequate coverage for each.</li> <li>• Drive training requirements for assigned VAR's with the Cambium Training group and the Channel Marketing &amp; Operations Manager to ensure compliance with VAR program channel requirements</li> <li>• Drive overall VAR MDF strategy at the strategic level with assigned accounts</li> <li>• Work in tandem with the RSMs and RTMs that cover the geographies to help drive Enterprise WiFi VAR-specific activities including MDF, partner events, etc.</li> <li>• Work in tandem with the Channel Marketing &amp; Operations Manager to ensure proper tactical implementation/execution of VAR programs including specific MDF projects, partner event /tradeshaw selection &amp; execution, etc.</li> <li>• Work with marketing to conduit lead flow to assigned VAR base and then the VAR base to bring to final closure.</li> </ul>
<b>Knowledge/ Skill Requirement</b>
<p>Candidate must 10+ years of practical experience in a Channel Management role. Applicable experience in channel development, inside channel management, or channel SE role or similar partner facing role would be beneficial and preferred.</p>



Additional knowledge/skills

1. **Business and financial acumen:** Candidate must interact with all levels of management within the channel partner. The deeper they understand a balance sheet, a P&L, how a company makes and spends its money, and business and finance, the more you can tailor and understand the challenges and opportunities for the various stakeholders in the partner.
2. **The best TAMs have a deep understanding of the channel:** There are numerous methodologies for the evolution of a channel: the ecosystem of partners, channel strategy, how to engage effectively, build and empower channels, generate leads, funnel, sell, implement and evaluate. The important thing is to adopt one, understand the essence of the elements and determine how to drive the right plans with partners.
3. **Pick an area of expertise and be the best at it:** Leverage this as a differentiator—is it verticals? Is it the cloud? Is it how they will enable partners to develop managed services? It likely depends on your background and your employer. The key is to identify your expertise and continuously cultivate that skill.
4. **Be a sales athlete and a customer guru:** At the end of the day, partners and vendors exist because of customers. Relentless focus on partner development, easing the way they do business with Cambium and their own customers is critical to our success.
5. **Be emotionally intelligent:** Self-awareness, social awareness, self-management and enabling group success through collaboration and successful execution are keys to emotional intelligence. It is what enables trust and integrity. This element is also about being a change agent—lead the change we want and need for success. TEAMWORK.