



## **Director - Business Development**

Sensify Security is a Palo Alto based IoT security startup, funded by The Hive, which provides *intelligent IoT security services for the edge*. Sensify delivers decentralized identity and access management services for heterogeneous IoT operations with centralized control, policy management & compliance. Sensify enables industrial and commercial operators to control access between users, devices, applications, and data by hosting information security services within their operating environments. Sensify's distributed consensus protocol builds high levels of tamper-resistance into these services in conjunction with industrial-scale control of policies & compliance assuring business continuity across all managed sites. Sensify has partnered with industrial vendors & operators across verticals like energy, aviation, building management & transportation.

Over the last few years the scale and severity of cyber-security attacks has increased significantly. Incidents ranged from attacks on utility grids resulting in widespread power outages, exploits on aircraft changing their flight patterns, remote commandeering of vehicles, and an attack that turned the Internet-of-Things into the Army-of-Things launching the largest DDoS attack at the time. Such exploits have exposed systemic weaknesses with current cyber-security access control approaches like permanent certificates and hardcoded passwords. Lack of effective cyber-security controls and policies at the edge is a big hurdle in converging industrial & commercial operations and scaling IoT adoption.

Sensify delivers enterprise class security services to the edges of large-scale industrial & commercial operations. Sensify's technology provides role based identity and access management for users, devices, applications, and data at the edge. Sensify's policy management platform enables centralized creation of sophisticated access control policies and policy distribution to a network of edge gateways for decentralized enforcement delivering uninterrupted service over intermittent and offline connections.

### **Roles & Responsibilities**

The responsibilities of the Director of Business Development are to work with the large industrial partners, device vendors, operators and system integrators to build strategic partnerships and capture sales opportunities. Your focus will be on developing & managing partners and driving specific end customer opportunities and revenue through partners.

- Partner Business Development:
  - Recruit & manage partners as a part of overall partner business development
  - Secure partner POCs
  - Build Go-To-Market and OEM relationships with partners
  - Drive pricing and commercial terms with partners
  - Drive customer Sensify POCs through partners with specific success goals
  - Technology enablement for partners with the help of Sensify team
  - Strategy & execution of joint marketing events and activities with partners
- Customer Business Development:
  - PoCs with end customers in collaboration with partners
  - Acquisition of customer accounts in specific industry verticals
  - Build success stories utilizing a consultative approach, leading to referencable wins

### **About You**

The successful candidate would have a proven track record of building revenue generating partnerships for security and software products through large partners:



- Ability to build strong and actionable relationships in complex situations with multiple stakeholders
- Strong deal making and negotiating skills
- Familiarity with and understanding of the industrial ecosystem will be a plus
- Deep understanding of modern security will be a plus
- Entrepreneurial and high energy
- Global experience in partnerships will be a plus
- Ability to work collaboratively with functional peers across functions including Sales, Product Management, Engineering and Marketing
- Experience as a business development lead with a track record of exceeding assigned P&Ls in contiguous, multiple years
- At least 8-10 years of work experience with a bachelors degree in a technical or business discipline
- Some start-up experience would be a plus
- Willing to travel for 25% or more time

Please send your resume to [jobs@sensify-security.com](mailto:jobs@sensify-security.com).