



## Channel Manager

Extra-financial issues, such as climate change and corporate governance, are now essential topics that investment professionals and corporate executives must track and monitor.

ASSET4 AG, the leading provider of objective and comprehensive extra-financial information, is seeking an experienced Channel Manager to establish a channel partner network for two ASSET4 product lines: *assetmasterProfessional*<sup>TM</sup> targeted at professional investors and *assetmasterExecutive*<sup>TM</sup> for corporate executives.

As the need for our products expands, there is a growing range of organisations, such as investment consultants, risk consultants, data providers and management consultants, interested in delivering our solutions or incorporating our data in their own solution/services.

The channel manager's initial focus will be to plan and coordinate the go-to-market strategy for *assetmasterExecutive*, which will involve direct selling and establishing a strong partner network.

The work will include

- Formalisation of a channel partner strategy and go-to-market plan with our VP Business Development
- Segmentation and formulation of value propositions for the various partner segments
- Definition and follow-up on global top target lists for the investor and corporate markets
- Implementation of partner programme
- Develop and provide product and sales training and tools for partners
- Build and maintain a market intelligence system
- Create market pull by generating direct sales and sales leads for the partners in the corporate market

Your profile

- Experience in planning and implementing partner programmes
- Experience with global consulting organisations and the financial industry
- Background as consultant or in selling content related products to corporate or financial markets
- Strong drive to meet expectations and motivate others
- Keen interest in extra-financial issues, such as climate change and corporate sustainability, which are affecting the valuation and success of today's corporations.
- Fluent in English – written as well as verbal; German is an advantage
- Prepared to travel (50%)
- Academic credentials
- Outstanding team player
- Starting date: as soon as possible
- Location: Zug, Switzerland (possible relocation to New York)

If this position is a good fit, and you would enjoy supporting a young and dynamic team, send your application via email to [channel.manager@asset4.com](mailto:channel.manager@asset4.com) or via post to:

ASSET4  
attn. Sonja Weber  
Bahnhofstrasse 2  
CH-6301 Zug  
Switzerland