



POSITION DESCRIPTION

TITLE: Technical Account Manager
REPORTS TO: Director, Customer Support & Services
WORK WEEK: Standard **TYPE OF EMPLOYMENT:** Full Time Permanent

ROLE OBJECTIVE:

The Technical Account Manager is responsible for managing customer relationships from a technology, integration and post sales support perspective, to ensure customer satisfaction and support post-sales revenue lead generation opportunities. This will be accomplished through regular communication with stakeholders and the evaluation of post-sale successes with Adlib products by key end-user customers and technology partners.

KEY PERFORMANCE MEASURES:

The successful candidate shall provide product application, integration and implementation expertise to Adlib's end-user customers and partners. The candidate must effectively communicate product release and roadmap information to customers and ensure that Adlib's maintenance and support obligations are met. Be proactive in meeting SLAs, as defined in premium support agreements.

SPECIFIC RESPONSIBILITIES & DUTIES:

The scope of the Technical Account Manager role includes (but is not limited to):

- Develop and maintain an in-depth understanding of Adlib products and the value they bring in solving business problems for customers.
- Deliver problem solving and technical analysis results to technical decision makers, including those at senior management levels.
- Meet with key customers to understand their current technical environment, business issues and application requirements and challenges.
- Analyze the software and services needs of customers to determine and deliver appropriate solution recommendations for their requirements.
- Lead technical product presentations and discussions, proof of concepts and technical proposals.
- Influence customers' technical requirements and position Adlib products relative to competitors.
- Engage & lead Adlib resources when appropriate in the development of solutions to maintenance issues and coordinate delivery to customers.



- Interact with the Software Development and Product Management groups within Adlib to provide feedback on product feature and functional requests from customers, as well as insight on competitive architectures.
 - Build and foster customer relationships that lead to corporate standardization of Adlib products.
 - Work with Customer Support team to ensure a smooth transition from pre-sales to the post-sales implementation environments.
 - Be familiar with software product development, project management skills, and the solution implementation lifecycle.
 - Travel as required (up to 25%). Must have valid passport to travel in the USA.
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QUALIFICATIONS:

- Minimum 10 years experience in a technical sales environment including technology design and implementation
 - Experience with Enterprise Document & Content Management systems a definite asset.
 - Expertise in business application development languages (.NET, Java, web services)
 - Post secondary diploma or degree (or equivalent experience)
 - Excellent knowledge of processes used to develop software and the product management cycle
 - Computer Science/Systems Engineering/Software Engineering background preferred
 - Good business acumen and a consultative approach to find creative solutions to customer requirements and concerns
 - Ability to work in a team environment
 - Experience in enterprise software deployment including business process evaluations, design sessions, resource coordination and project management.
 - Formal sales and customer service training is an asset
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COMPANY EXPECTATIONS:

- Solid relationship builder and motivator
- Professional conduct with both internal and external customers
- High level of integrity and professionalism
- Superior interpersonal skills
- Strong time management and organizational skills
- Extremely high energy and stamina with ability to work effectively under pressure
- Demonstrated ability to use analytical and problem solving skills
- Excellent written and verbal communication skills
- Pro-active, cognitive and forward thinking