



Manager, Channel Sales  
BirdBuffer  
4640 Campus Place  
Mukilteo, WA 98275

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## **ABOUT US**

BirdBuffer solves the public health, safety and damage to critical commercial facilities caused by birds. Our innovative solution is the most effective, safe, and humane approach to preventing damage and disease caused by unwanted birds. Every year, companies spend a significant amount of time and money preventing and solving these issues.

We help facilities managers, health and safety professionals, wildlife experts, and maintenance teams whose job is to project expensive infrastructure. We partner with commercial pest management companies as part of their bird deterrent portfolio, as well as working directly with customers in several key markets like utilities, food production, aviation, transportation, and other commercial facilities. Proudly based in the Pacific Northwest, we serve customers across the US and around the world.

## **ROLE DESCRIPTION**

As the Channel Sales Manager for BirdBuffer, you will:

- Manage the on-boarding, growth, and development of key BirdBuffer reseller partners.
- Bring deep knowledge and experience in distribution, technical sales and business development.
- Have the personal drive to deliver what needs to get done, while also having an empathetic and nurturing personality necessary to grow long-term relationships.

## **KEY ATTRIBUTES**

We are looking to hire an entrepreneurial and competitive sales professional with a proven track record of delivering results through successful management of indirect sales channel partners.

- High integrity, will do the right thing, even and especially when others aren't around.
- Creative and curious learner with a strong bias for action.
- Humble, embracing continuous improvement and lifelong learning.
- Authentic and candid communicator, willing to challenge the status quo.
- Sets a high bar for themselves and others.

## **KEY RESPONSIBILITIES**

- Work closely with leadership to develop and execute BirdBuffer's channel distribution strategy.
- Develop, grow and elevate relationships with key channel partners and the industry.

- Define and execute channel policies, pricing strategies, commercial programs, and distribution footprint.
- Develop Performance Management program and lead cooperative business plans with channel partners to drive growth.
- Support the launch of key promotional, product and marketing campaigns, collaborating closely with partners.
- Support partner sales training and enablement.
- Work collaboratively with the sales and marketing teams to identify opportunities, develop sales forecasts, manage sales funnel, and remove obstacles.
- Influence the role E-Commerce and digital marketing will play in our B2B distribution channel

### **QUALIFICATIONS**

- 5-10 years of experience managing distribution or other indirect sales channels.
- Experienced at achieving sales targets through a disciplined sales process and skilled execution.
- Experienced and comfortable managing channel conflict, driving change management and facilitating collaboration.

COMPANY: BirdBuffer  
LOCATION: Mukilteo, WA  
JOB: Channel Sales Manager

### **ABOUT SILVER FALLS CAPITAL**

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