

**Job Title:****Go-To-Market Strategy Manager****Job Description:**

As a Go-To-Market Strategy Manager, you will partner with Citrix senior leadership to define, create, and execute both short and long-term success programs related to the Citrix product portfolio across all market segments and geographies we operate in. Additionally, you will cross functionality within the GEO as well as with our Product and Corporate teams to drive the analysis, alignment, action planning and execution to ensure this success.

Specific responsibilities:

- Opportunity Identification & Prioritization:
By performing white space analysis for upsell, cross sell, and new customer acquisition by region and segment, and making recommendations to field leadership about which opportunities to focus on and how best to capture them.
- Orchestrating the sales plays to capture the prioritized opportunities:
Identifying the responsibilities of sales, marketing, partner, and/or services in each of the sales plays according to region, segment, or industry and supporting those functions with the right mentorship, collateral etc. to facilitate pursuing these opportunities
- Identify the top sales blockers and drive their resolution:
Prioritizing the key sales blockers by opportunity size and collaborating with the Product teams and other functions to resolve them at speed. Such blockers could include things such as product features, pricing and packaging, sales, or channel capacity etc.
- Monitoring results & driving corrective action:
Identifying performance gap and analysing the root causes of them, such as pipeline gaps, readiness gaps, market awareness gaps, or weak competitive positioning; and driving plans and actions for addressing those root causes.

This will also include ownership of the product input to activities such as the quarterly post-mortem, interlock, QBRs etc.

- Being the external face of the product to the market: Acting as an evangelist/voice of the product category they are responsible for in the market, presenting at industry events, partner events, customer briefings, etc.

Qualifications:

- BA/BS degree or equivalent extensive experience from either a Technical Sales, Product Management, or Business Development background, preferably for an enterprise SaaS product
- Excellent communicator in both written and verbal English skills, preferably comfortable with public speaking and C level engagement
- Proven track record to succeed as an individual contributor in a highly matrix organisation with high level of autonomy
- Resourceful, action and detail-oriented, with a high ownership attitude to deliver measurable impact
- Experience collaborating cross-functionally and building consensus among multiple stakeholders in an ambitious, high-expectation environment
- Ability to develop analysis of product portfolio performance and thought leadership in order develop GEO specific key sales plays and activities/assets.
- Willing to travel as necessary