



Regional Business Development Manager

About Us

Identifly is a leading independent Zero Trust Security implementation partner, specialising in Identity and Access Management (IAM), Privileged Access Management (PAM), and Identity Governance (IGA).

We support businesses through all phases of their Identity and Access Management projects, including discovery, planning and implementation, and support.

We are fast growing and have an excellent reputation for being knowledgeable and skilled in identity and cybersecurity. We are always looking for awesome talented people to join our A-grade team. We work with some amazing blue-chip customers that operate within the higher education, energy & mining, financial services and critical infrastructure sectors.

Job Overview

We are seeking a dynamic and results-oriented Enterprise/Strategic Business Development Manager (QLD) to join our specialist consultancy. In this position, you will be responsible for identifying, engaging, and securing new business opportunities while building long-term relationships with enterprise clients across Queensland and the broader Eastern states.

Your expertise in sales and understanding of the IT and cyber security landscape will be pivotal in driving growth and expanding our client base. This role will focus on developing new business in Universities, Critical Infrastructure, and Mining, replicating Identifly's success with similar customers nationally.

You will represent Identifly at key forums, conferences, and events to build relationships and brand awareness, while also driving opportunity generation and leading commercial engagements. You'll be responsible for managing the full business development lifecycle—from pipeline creation to contract negotiation—supported by a highly capable delivery and leadership team.

About the Position

You will be responsible for developing new business to build Identifly's sales pipeline, utilising existing networks and leveraging relationships with technology partners. The position's key responsibilities include:

Lead Generation and Prospecting:

- Identify and engage potential clients within target industries through research, networking, and outreach campaigns.
- Build and maintain a pipeline of qualified leads using CRM tools and professional networks.
- Leverage existing relationships with middle to senior level connections to open doors and build momentum quickly.

Client Relationship Management:

- Develop strong relationships with prospects and clients to understand their business challenges and objectives.
- Act as a trusted advisor, demonstrating the value and relevance of Identifly's cyber and identity solutions.
- Maintain consistent account management cadence and ensure long-term relationship growth.



Sales Strategy and Execution:

- Develop and execute a territory plan
- Drive pipeline generation through events, campaigns, and outbound activity.
- Bring your existing relationships and knowledge of the Queensland market.
- Lead proposal drafting and RFP responses, developing compelling commercial and technical documentation.
- Negotiate terms and close contracts with new clients, ensuring seamless handover to delivery teams.

Partner, Marketing and Events:

- Work collaboratively with technology partners, resellers, and other industry stakeholders to extend Identifyfly's market reach.
- Lead marketing and event initiatives in Queensland (e.g. conferences, roundtables, webinars) to build brand presence and generate leads.

Collaboration and Reporting:

- Maintain accurate CRM hygiene (HubSpot or Salesforce) and regularly report on pipeline health, forecasts, and market insights.
- Collaborate with technical and marketing teams to support campaign development and client solution design.

Business Development Cycle:

- Contribute to the development of sales processes and tools to streamline Identifyfly's business development approach.
- Support Identifyfly's vision to establish a consistent, scalable sales cycle and drive long-term growth across Australia

Responsibilities may be varied by Identifyfly to allow Identifyfly to respond to operational or client needs or requirements.



About You

You will have excellent customer engagement skills, and a passion for problem solving. This sounds cliché, but that is the bread and butter of this position, this is an external facing position primarily. You will have a proven track record in a sales or business development position, preferably within the IT or cyber security industry.

- In-depth understanding of cyber security concepts, challenges, and solutions (e.g., identity & access management, endpoint security, network security, incident response etc.).
- Strong communication and presentation skills, with the ability to convey technical concepts to non-technical audiences.
- Strong written communication and commercial acumen, with the ability to negotiate terms and conditions with potential customers.
- Demonstrated ability to build and maintain strong client relationships.
- Self-motivated and driven to achieve targets in a fast-paced, competitive environment.
- Proficiency in CRM tools and sales analytics.
- Strong knowledge of the Queensland market and existing relationships from a past role would be beneficial

You will need to take the initiative and work comfortably without supervision. You will be expected to 'manage-up' and report back to Identify leadership about progress. You will be expected to find problems and then create solutions. If you get stuck, you will need to have the nous to ask for help and support.

We want someone proactive and professional who will also fit culturally with our team.

What We Offer

Flexible Work Arrangements:

- We focus on outcomes over bums on seats. We are based in Adelaide and while this position will be remote with the opportunity to work closely with partners, there is a requirement for travel across Australia to enable the development of new business.
- This position will have flexible working hours to facilitate work-life balance, and these hours can be agreed upon.

Compensation & Benefits:

As annoying as it is, we are not advertising a salary for this position as it is entirely dependent on your experience. We're happy to discuss expectations. Just so you know, we pay our staff competitive base salary and offer incentives such as uncapped commissions for this position.

- You also have the support of the team, whether it be through the skills of our leadership team to engage with potential leads, or our senior technical team to support you in scoping new business.
- Identify employees enjoy the benefits provided by the Swagg app with over 1000 retailers offering cashback and exclusive offers.



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We aim to provide our team members with a friendly, stimulating, and inspiring working environment through:

- Working with a highly skilled and specialised team in the growing field of cyber security.
- Regular trips to Adelaide for team workshops, QBRs and events.
- Opportunities to make a significant impact by helping organisation's protect their critical assets.
- Competitive base salary package with commission structure for developing new business.
- Supportive environment for personal and professional growth.

If you are passionate about sales, driven to succeed, and eager to contribute to a cutting-edge consultancy, we'd love to hear from you!



Goals

The following are overall goals for the

ID	Goal	Measurement
1	Increase the number of new engaged and qualified customer leads.	Increase the number of new leads by developing 20 new Queensland customer leads by the end of Calendar Year (CY) 2026.
2	Convert leads into new clients.	• Convert at least 8 sales leads into clients by the end of CY26. • Clients are new to Identify • Includes at least 5 new software licencing contracts • Includes at least 4 new Managed Services contracts • Total value > \$3,500,000 or increase sales revenue.
3	Develop Sales Playbook to define sales strategies and enabling scalability to additional sales resources.	• Develop proposed sales playbook for review and input. • Support process changes including changes to CRM implementation to reflect revised strategies/processes.
4	Expand Queensland market presence.	• Undertake regular travel to Adelaide as agreed with Identify leadership (at least every 8 weeks) to increase presence. • Attend QLD Events and visit prospects to develop opportunities.