IDENTIFLY PTY LTD
ACN 633065120
ABN 43633065120
53 Byron Place
Adelaide, SA 5000

Position Description

Job Title

Regional Business Development Manager (WA) | Permanent Full Time

Location

Based in Perth, Western Australia, with hybrid working arrangements and customer travel as required. Regular attendance at our Perth CBD office is expected.

Reports To: Head of Sales

Key Purpose

The Regional Business Development Manager (WA) will grow Identifly's business across Western Australia by developing existing accounts and securing new opportunities.

The role focuses on mining and resources, energy and utilities, critical infrastructure, state government and higher education, building on Identifly's experience with similar customers nationally.

The role manages the full business development lifecycle, from pipeline creation and tender responses through to statements of work, contract negotiation and handover to delivery. You will work closely with vendor field teams to develop joint opportunities across advisory, professional services, implementation and managed services. We partner with leading identity vendors, including CyberArk, SailPoint, Saviynt, Delinea, Silverfort and Microsoft.

All work must reflect Identifly's values of Data Driven, Time to Value and Integrity.

About Us

We are a leading implementation partner specialising in Identity and Access Management, Privileged Access Management and Identity Governance. We are a forward-thinking team of cybersecurity professionals driven by the desire to secure all apps and users.

We help businesses secure their environments by using modern tools, expert knowledge and a pragmatic approach.

We are rapidly becoming Australia's best-known IAM provider and are a trusted partner to our clients in Adelaide and across the country. Our reputation is built on being knowledgeable, highly experienced, effective and reliable.

Our team is everything. Hand-picked, high performing, driven and as smart as they come.

- We have grown rapidly since 2019 and we will continue to attract the A-grade talent we need to grow and be the best.
- We have customised training plans to meet our people's needs whilst enhancing the capability of our business.
- We mentor and vet our staff to grow them into autonomous stars.

We are always looking for awesome, talented people to join our A-grade team.

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Why Identifly

Sell with Proof

- Identifly is one of the most referenceable identity integrators in Australia. You will walk into conversations backed by customers who will vouch for our work.
- Strong references shorten sales cycles, strengthen tender responses and give vendor partners confidence to bring us into their deals.
- You will sell a capability with a proven delivery record, not a promise.

Compensation and Benefits

- Competitive base salary and uncapped commission. Our base salary will be commensurate with the experience you bring, and we are happy to discuss expectations.
- Support from our leadership team to engage senior stakeholders, and from our technical team to scope new business.
- Hybrid working, with flexible hours by agreement to support work-life balance and a focus on outcomes.
- Career development through customised training plan built around your goals with the support of your lead.
- Employee Assistance Program and access to the Employment Hero Perks network of discounts.
- We have grown rapidly since 2019, we mentor our people to become autonomous experts, and we have fun while getting the job done.

Our Environment

- Work with a highly skilled, specialised team in the growing field of identity security.
- Make a real impact helping organisations protect their critical assets.
- A supportive environment for personal and professional growth.

If you are passionate about identity security, driven to succeed and keen to build the WA market with a specialist consultancy, we would love to hear from you.

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About You

You bring sound commercial judgement and a proven track record in identity security sales, with the ability to grow existing accounts and win new business.

You are well known and respected in the WA identity and cyber security market, with a consolidated network of customers, prospects and vendor partners.
You take initiative, work comfortably without close supervision and keep leadership informed about progress. You identify problems, develop solutions and ask for support when needed. You are proactive, professional and comfortable working as part of a collaborative team.

This is a role based in Perth, working closely with customers and vendor partners across WA. Travel across Australia is required, including regular trips to Adelaide for team workshops, quarterly business reviews and events.

Key Responsibilities and Outcomes

You will own the WA number, combining account growth with new business. Key responsibilities include:

Territory Ownership and Account Growth

- Take ownership of existing WA accounts and open opportunities transferred from the national sales team, maintaining continuity through the transition.
- Grow existing customers from project engagements into longer-term professional and managed service relationships.
- Develop and execute a WA territory plan, reviewed in quarterly planning sessions with leadership.

New Business and Prospecting

- Identify and engage new clients across target WA industries through research, networking and outbound campaigns.
- Use your established senior relationships across the WA market to open doors and build momentum quickly.
- Build and maintain a qualified pipeline in HubSpot.

Vendor and Partner Co-Sell

- Build joint account plans and pipeline with vendor field teams, including CyberArk, SailPoint, Saviynt, Delinea, Silverfort and Microsoft (Entra ID).
- Position Identifly as the preferred delivery and managed service partner on vendor-led opportunities.
- Work with resellers and other industry stakeholders to extend Identifly's reach in WA.

Tenders, SoWs and Commercials

- Lead responses to RFIs, RFQs and RFPs, including WA Government procurement processes and panel arrangements.
- Work with the technical team, including the Senior IAM Architect (Advisory and Pre-Sales), to collate and provide all scoping, technical and customer information required by the Commercial & Licensing team to prepare SoWs, licensing and pricing.
- Negotiate terms and close contracts, ensuring a clean handover to delivery.

Marketing and Events

- Represent Identifly at WA forums, conferences and vendor events.
- Lead local marketing initiatives such as roundtables, briefings and webinars, with support from our marketing team.

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Reporting and Process

- Maintain accurate CRM hygiene in HubSpot and report regularly on pipeline health, forecast and market insights.
- Contribute to Identifly's sales processes and tools to support a consistent, scalable sales cycle across Australia.

Responsibilities may be varied by Identifly to respond to operational or client needs.

Working Relationships

Internal

- Head of Sales and Identifly leadership: align territory plans and priorities, review progress and forecasts, and support senior stakeholder engagement.
- Technical team, including the Senior IAM Architect (Advisory and Pre-Sales): shape solutions and clarify scope, risk and outcomes before commitment, and gather scoping, technical and customer information.
- Commercial & Licensing: provide the information needed to prepare statements of work, licensing and pricing.
- Delivery and managed services teams: coordinate account transitions, handover and opportunities for ongoing customer support.
- Marketing team: coordinate local campaigns, events and lead generation activities.

External

- Existing and prospective customers: understand business needs, build relationships and develop opportunities across WA.
- Identity vendor field teams, resellers and industry stakeholders: develop joint account plans, build pipeline and extend Identifly’s market reach.
- Customer procurement and legal stakeholders: support tender processes, commercial discussions and contract negotiations.

Skills and Experience

Requirements

Applicants must demonstrate all of the following:

- Proven success in a sales or business development role within cyber security, with a strong focus on identity (IAM, PAM, IGA).
- A proven record of winning new logos and then expanding the business with those customers into larger, multi-year relationships.
- Hands-on selling experience with two or more of CyberArk, SailPoint, Saviynt, Delinea, Silverfort or Microsoft Entra ID, and established relationships with their field teams.
- Demonstrated success selling professional services and managed services, not only software licences.
- Experience leading tender responses and developing SoWs, pricing and commercial proposals.
- A clear understanding of what it takes to go deep and wide with an existing customer: mapping the organisation, building relationships from operational to executive level, and expanding one engagement into further platforms, services and business units.
- A consolidated, active network within WA across customers, prospects and identity vendor field teams, and a strong reputation in the local market, with relationships you can engage from day one.

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- Strong written communication and commercial acumen, with the ability to negotiate terms with procurement and legal stakeholders.
- Ability to explain technical concepts clearly to non-technical and executive audiences.
- Proficiency with a CRM such as HubSpot or Salesforce, and disciplined forecasting.

Desirable Skills

- Experience with WA Government procurement frameworks and panels.
- Relationships in the WA resources, energy and utilities sectors.
- Understanding of adjacent security domains such as endpoint, network and incident response.

Candidate Responses

- Provide a cover letter outlining how you meet the requirements of the role, in particular your identity sales record, your WA network across customers, prospects and vendors, and your experience selling professional and managed services, with examples of targets achieved.
- Provide your CV, including relevant IAM technologies and sales experience.

Selection Process

1. Short list applications based on candidate responses and suitability for role
2. Identifly will contact you if you have been shortlisted and arrange a F2F interview
3. F2F interview conducted at an Identifly office in Perth
    a. Prepare questions about the role (if any)
    b. Be prepared to discuss your identity sales record, WA network and approach to territory growth
    c. Be prepared to discuss salary
4. The right candidate: We know when we meet the right person, and we will act quickly to onboard them. Be prepared to be made an offer and provide details of potential start date.