



Candidate Brief

Partner Manager DACH

25 November 2025

Global Leaders in IoT Hardware Solutions

Digital Matter is a private equity-backed, high-growth technology company specialising in GPS and IoT hardware and software for asset tracking and sensor monitoring.

Headquartered in Perth, Australia, with regional offices in South Africa, the Netherlands, and the United States, we serve customers in over 120 countries through a global network of channel partners.

We offer one of the most robust and flexible portfolios on the market—designed for long-life performance across industries including logistics, construction, agriculture, mining and environmental monitoring. Our devices are trusted to perform in the real world, from in warehouse solutions to outdoor heavy equipment, fleet vehicles and livestock.

We are a product-led, engineering-driven organisation. Our hardware, firmware, and software are all designed in-house, underpinned by deep technical expertise and close collaboration with our partners.

The Position

The Partner Manager is the backbone of the Digital Matter “Partner First” philosophy. As our **Partner Manager DACH**, your role primarily is to maintain and grow our ecosystem of Digital Matter Partners. You help to develop and execute joint business plans, prepare detailed proposals to help your partners win deals, attend customer visits and trade shows together and generally support them as the primary link between Digital Matter and our partners. You will be assigned a pool of existing partners which you are expected to grow, and you will also have the opportunity to sign up new partners either from inbound leads or prospecting, within an assigned territory.

This is a quota-carrying position focused on partner sales motions and creating sustainable “win-win” business opportunities for both our partners and Digital Matter. You’ll join a passionate EMEA-based Go To Market team that fosters collaboration, values diverse perspectives and leverages regional expertise. This role is based in DACH. We operate in a remote model, with the European Go-To-Market team collaborating in the Sassenheim (Netherlands) office once every 2 months.

Key Responsibilities

- Grow Digital Matter sales across the DACH region
- Assist in developing and executing the go-to-market strategy for your region
- Manage Digital Matter partners to ensure their continued growth and success with Digital Matter products and services
- Identify, target, and acquire new partners, generate & manage leads, quote and close deals

- Identify and attend key industry and trade events to promote Digital Matter (put a plan together)
- Sales administration as required (quotes, sales orders, invoicing)
- Prepare sales forecasts
- Staying updated on industry trends and competition to identify opportunities for growth
- Work closely with support and customer success to maintain a high degree of customer satisfaction

Skills and Experience

- Strong ability to translate complex technical concepts into clear, customer-facing messaging and content.
- Proven experience developing product positioning, messaging frameworks, and collateral across multiple formats including decks, battlecards, blog posts, and video scripts.
- Experience planning and executing product or feature launches in collaboration with cross-functional teams.
- Skilled in working across Product, Engineering, and Sales to align messaging and drive go-to-market readiness.
- Excellent writing, editing, and storytelling skills with attention to clarity, tone, and technical accuracy.
- High attention to detail, with a focus on consistency, accuracy, and quality across all deliverables.
- Organised and proactive, with strong project and content management skills to maintain version control and meet deadlines.
- Confident communicator and presenter — comfortable delivering internal training, leading webinars, or appearing in product-focused videos.
- MS/BS degree in Marketing, Communication, Engineering or equivalent
- Fluent in German and English
- Willing to travel regularly within DACH and periodically to our EU office in Sassenheim (NL).

Desirable Experience and Skills

- Background in engineering, GPS tracking, IoT, telematics, or integrated hardware–software solutions.
- Experience supporting sales and channel partners with enablement materials and tools.
- Experience with HubSpot including Marketing Hub, Content Hub.

Hiring Manager

Paul ten Haaf

Head of Go To Market EMEA

+31 6 41 23 56 48

paul.tenhaaf@digitalmatter.com