



About the role:

Due to our ambitious growth plans, we are seeking a highly motivated **Adobe Business Development Manager (BDM)** to join our expanding Vendor Manager team. This role is responsible for driving the growth of Adobe's Creative Portfolio across new and existing accounts.

As a key contributor to our Adobe strategy, the successful candidate will work closely with the Division Head, Marketing Team, and Adobe personnel to develop and execute go-to-market initiatives.

The ideal candidate will be a highly organised, self-motivated professional with strong communication skills and a passion for technology and software licensing. Adaptability and the ability to drive innovation will be essential as part of a fast-growing team.

This role presents an exciting opportunity for a proactive and results-driven individual to make a significant impact. If you are a driven professional looking for an exciting opportunity to grow and influence in a rapidly expanding sector, we encourage you to apply!

You will be responsible for:

- Develop a deep understanding of Adobe licensing, product offerings, and industry positioning.
- Manage and maintain strong day-to-day relationships with Adobe, including regular strategic calls.
- Align with Adobe's quarterly targets and work towards achieving and exceeding them.
- Collaborate with the software administration team to analyse and utilize sales data.
- Engage proactively with new and existing accounts, driving awareness and adoption of Adobe solutions.
- Act as a trusted advisor to our Sales Team, providing guidance on Adobe licensing and product queries.
- Partner with the marketing team to build and execute quarterly marketing plans, including case studies and marketing collateral.
- Deliver internal sales training sessions, upskilling teams on Adobe products and licensing models.
- Support customer interactions, including product demonstrations and discussions on licensing options.
- Drive Adobe VIP Marketplace adoption, ensuring alignment with Academia's strategic objectives.

Key Skills:

- Experience in business development, enterprise sales, or partner management, ideally within the SaaS or cloud software industry.

- Hands-on experience with Adobe's licensing and subscription offerings, including
- **Value Incentive Plan (VIP and VIP Marketplace):** Familiarity with how customers purchase, renew, and expand under VIP, including multi-year options, license management, and partner/reseller workflows.
- **Enterprise Term License Agreement (ETLA):** Understanding of how large organisations procure Adobe software with custom pricing, bundled services, and multi-year terms.
- **Named User Licensing (NUL) vs Shared Device Licensing (SDL):** Ability to recommend the right licensing model based on customer needs, user types, and deployment models.
 - Experience working with renewal cycles, license consultancy, and upsell opportunities, especially in enterprise or government environments.
 - Strong working knowledge of Adobe Admin Console, deployment options, provisioning workflows, and license reporting tools is a plus.

Why Academia?

Academia is an innovative and rapidly expanding technology company on a mission to transform IT services for large public and private sector customers. We're not just a supplier; we're a trusted partner for thousands of clients.

Our ethos is simple, if we can provide great technology and make it work, we will empower our customers to optimise their investment in technology. Our customers IT success is our business.

Building a strong reputation over 20 years as a top-tier provider of IT solutions and services, the company has sustained double-digit growth, with revenues exceeding £150 million in FY24. We have picked up prestigious industry awards along the way, including the highly prized CRN reseller of the year award.

Backed by Strive Capital, which has provided strong financial and strategic support since 2020, Academia is well-equipped to continue expanding into new areas. Our dedicated lifecycle division, launched to meet the growing demand for sustainable IT solutions, reinforces our commitment to reducing environmental impact while supporting the full lifecycle of our technology.

Our culture is built on teamwork, innovation, integrity, ambition, and a commitment to delivering excellent customer service. With ambitious growth plans and a supportive, collaborative environment, Academia is a fantastic place for professionals eager to make an impact. Join us and become part of one of the UK's most exciting tech success stories.

Benefits

- Gym membership contribution
- Health Cash Plan
- Increased annual leave with length of service
- Free annual leave on your birthday
- Length of service bonus
- Flexible working hours
- Hybrid working

- Free Will Writing service
 - Life Insurance
 - Wellbeing Days
- ... And much more!