

Apple Business Manager

Location: Hemel Hempstead / hybrid



About the role:

We are thrilled to present an exciting opportunity to join our Vendor and Alliances team as an **Apple Business Manager**. This role is central to managing and expanding our strategic partnership with Apple and its broader partner ecosystem. You will be responsible for developing and executing strategic plans that drive growth in Apple-related products, services, and solutions, while ensuring alignment with our overall business objectives.

As the key liaison between Academia, Apple, and our partner network, you will play a vital role in fostering collaboration, innovation, and mutual success. This is a highly cross-functional role, requiring close engagement with our sales, marketing, and technical teams to ensure Apple's value proposition is fully integrated into our go-to-market strategy. You'll be instrumental in shaping and delivering initiatives that elevate our Apple business, while also ensuring compliance with Apple's systems, processes, and program requirements.

We're looking for a brand advocate - someone who is passionate about Apple, deeply familiar with its products and services, and aligned with its values. You'll need to be commercially astute, results-driven, and capable of building, executing, and owning strategic plans that reflect both market opportunities and internal priorities. Strong analytical skills, attention to detail, and a proactive mindset are essential, as is the ability to forecast accurately and adapt quickly to change.

The ideal candidate will be a credible and influential communicator, capable of building strong internal networks and inspiring cross-functional teams. You'll be an engaging presenter, a strategic thinker, and a collaborative leader who isn't afraid to challenge the status quo to achieve ambitious goals. If you thrive in a fast-paced environment, are passionate about technology, and want to make a tangible impact, we'd love to hear from you!

You will be responsible for:

- You will reporting directly to the head of vendors and partnerships, but also work closely with the Sales Management team and BDMS to ensure project deadlines are hit and targets and return on investment is achieved.
- Delivery of the strategy set out in our Apple Business plan
- Input into the Apple marketing/ business plan for commercial and public sector markets
- Communication between Academia, Apple, and other key strategic partners (JAMF etc.)
- Forecasting and supporting accurate pipeline reporting to Apple and distribution partners
- A key part of the Apple practice, the Apple business manager will be actively involved in major account opportunities
- Utilise our CRM system to manage marketing generated leads and activity and produce ROI reports for external and internal stakeholders

Key Skills:

- Experience working in IT, preferably in a commercial function (Sales/Marketing/Alliances)
- Very strong understanding of Apple products, services and wider partner ecosystem
- Excellent communication skills – both written and verbal.
- Ability to support and respond to deadline driving KPIs.
- Excellent time management skills.
- Confident and able to present internally and externally at a senior level
- Highly detail-oriented and organised.
- Have an ability to work independently, autonomously and take initiative.
- Proven ability to originate, implement and execute new ideas.
- Have the ability to demonstrate drive and ambition.
- Maintain constructive working relationships and be a team player.
- Able to manage multiple tasks and conflicting priorities effectively to deliver against the Company's goals.

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!