



Partner Alliance Manager

Digital Marketing/SaaS

Job Information

Recruiter

[PEAK Recruitment Japan K.K.](#)

Job ID

1586753

Industry

Internet, Web Services

Company Type

Small/Medium Company (300 employees or less) - International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

13 million yen ~ 20 million yen

Salary Bonuses

Bonuses paid on top of indicated salary.

Refreshed

April 29th, 2026 00:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Executive

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Associate Degree/Diploma

Visa Status

Permission to work in Japan required

Job Description

Partner Alliance Manager (Japan) – Digital Marketing / SaaS

About the Company

A global technology company providing a leading customer data and AI platform that helps enterprises improve marketing performance, customer engagement, and operational efficiency. The business is evolving beyond traditional data platforms into AI-driven marketing solutions.

Role Overview

We are looking for a **Partner Alliance Manager** to drive growth through strategic partnerships with advertising agencies and digital marketing partners in Japan.

This role acts as a **business driver**, working closely with partners to generate revenue, build joint solutions, and expand market presence.

Key Responsibilities

- Develop and execute **partner strategy** and long-term collaboration plans
- Drive **pipeline generation and revenue** through partner channels
- Lead **co-selling activities** with partners
- Build strong relationships with **senior stakeholders (CXO level)**
- Create and execute **go-to-market (GTM) initiatives** with partners
- Identify new opportunities to leverage **data and AI solutions in marketing**

Working Style

- Tokyo-based role
- Office presence required (5 days per week)

Required Skills

Requirements

- 5+ years of experience in **business development, alliances, or enterprise sales** (SaaS, IT, advertising, or consulting)
- Experience working with or managing **agency / partner ecosystems**
- Strong understanding of **digital marketing** (performance marketing, CRM, data utilization, etc.)
- Ability to **own strategy and execution end-to-end**
- Experience influencing or working with **senior stakeholders**
- Japanese (native level) and English (business level or above)

Ideal Profile

- Strong commercial mindset
- Comfortable working with partners and driving revenue
- Hands-on and proactive
- Able to operate in a fast-moving, evolving tech environment

Company Description