

SOFTWARE DYNAMICS GROUP



Business Development Manager: Microsoft Dynamics 365



+ Company Overview: [Software Dynamics](#)

Software Dynamics is a leading Microsoft Dynamics Implementation and Consulting Partner based in Nairobi, Kenya. We specialize in delivering sophisticated Enterprise Resource Planning (ERP) and Customer Engagement (CE) solutions built on the Microsoft stack, empowering businesses across Africa. We are an elite Microsoft partner dedicated to large-scale enterprise solutions and a technically driven work culture.

Position: [Business Development Manager \(BDM\)](#)

Location: Nairobi, Kenya

Reporting to: Sales Director / Head of Growth

Employment type: Full-Time

Application Deadline: 14 May, 2026

+ [Key Responsibilities](#)

You will be responsible for driving the growth of our Microsoft Dynamics 365 portfolio, focusing on market expansion and strategic client acquisition within the African market.

Sales & Pipeline Management:

- Identify and qualify new business opportunities for **Dynamics 365 Finance & Operations, Business Central, and Customer Engagement**.
- Manage the end-to-end sales cycle, from initial prospecting and lead generation to closing complex enterprise software deals.
- Develop and execute strategic account plans to penetrate key sectors, including financial services and retail.

Market Strategy & Marketing:

- Position Software Dynamics as the preferred partner for "Agentic ERP" and AI-integrated business solutions.
- Collaborate with the technical team to market innovative localized solutions, such as KRA eTIMS integration and regional mobile money connectors.
- Organize and lead webinars, executive round tables, and industry events (e.g., "The AI-Powered Journey") to showcase our expertise.

Consultative Selling:

- Translate complex business challenges into value-driven propositions centered on the **Microsoft Power Platform** and **Azure Integration Services**.
- Work closely with Solution Architects to ensure proposed solutions align with Microsoft's **Success by Design** methodology.

Partnership & Ecosystem Engagement:

- Strengthen our relationship with Microsoft regional offices to drive co-selling opportunities.
- Negotiate and manage contracts, ensuring clear scopes of work and project governance.

+ Required Skills & Experience

Education: Bachelor's degree in Business, Marketing, Information Technology, or a related field.

Experience: Minimum of 5+ years of experience in B2B technology sales, specifically focused on ERP or CRM solutions

Domain Expertise:

- Deep understanding of the **Microsoft Dynamics 365 ecosystem** and its competitive advantages over SAP and Oracle.
- Proven track record of selling to "C-suite" executives and navigating complex procurement processes in the African region.

Communication: Exceptional presentation skills with the ability to articulate the business value of technical integrations like **Dataverse, Power Automate, and Power BI**

+ Benefits and Perks

- **Competitive Compensation:** Performance-based package with attractive commission structures.
- **Health & Wellness:** Comprehensive health coverage and generous paid time off.
- **Professional Growth:** Continuous investment in professional development and Microsoft sales certifications.
- **High-Performance Culture:** Join a collaborative environment working on the most significant digital transformation projects in the region.

+ How to Apply

Interested candidates who possess a passion for driving digital transformation are invited to submit their detailed resume and a cover letter highlighting their successful sales track record in the Microsoft ecosystem.

[Apply Here](#)