



Position Description

Strategic Growth Manager - Wellington

Version: 1.0

Date: May 2026

Commercial in Confidence

catalyst 
Freedom to innovate

Level 6, Catalyst House, 150 Willis Street, Wellington 6011
PO Box 11053, Manners Street, Wellington 6142, New Zealand
+64 4 499 2267 // enquiries@catalyst.net.nz // www.catalyst.net.nz

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1 Strategic Growth Manager - Wellington

Department: Sales & Strategy | Reports to: GM Growth & Commercial | Location: Wellington |
Direct reports: None | Competency level: Senior

1.1 About the role

Wellington is Catalyst IT's home market. We have deep relationships here, and significant room to grow. As Strategic Growth Manager - Wellington, you are the primary strategic growth and business development presence in the capital, opening new doors, deepening existing ones, and building the pipeline that diversifies and strengthens our revenue base.

This is a senior role for someone who is genuinely connected in Wellington across both government and private sector, and who brings the credibility, curiosity, and values to represent Catalyst well in a rapidly changing market.

This is not a role for someone who needs a product catalogue to start a conversation. It is for someone who leads with questions, thinks laterally about where value can be created, and genuinely believes in the case for open source and sovereign technology.

This role reflects the FY27 Sales Strategy's commitment to pipeline growth, market diversification, and Catalyst's positioning as the trusted voice for responsible AI adoption, sovereign technology, and digital independence in Aotearoa.

1.2 What you are accountable for

1. Pipeline, strategic growth and new business development

You are the engine of new opportunity for Catalyst in Wellington. Your focus is top-of-funnel activity, building relationships with organisations that are not yet clients, and opening conversations that lead to real work.

Accountable for

Developing new business relationships across Wellington's government and private sector with a particular focus on agencies and organisations where Catalyst currently has limited presence

Building depth in existing government agency relationships and establishing Catalyst in new agencies where Catalyst has yet to be

Successful when

New conversations are happening consistently; the pipeline reflects genuine market activity, not just warm leads inherited from others

Catalyst is known and respected in agencies beyond the current client base; procurement contacts have Catalyst on their radar

Accountable for

considered

Developing new corporate and commercial relationships in the private sector

Managing the full sales cycle for opportunities you lead - from first conversation to signed SOW

Maintaining accurate, up-to-date records in Catalyst's CRM across all active opportunities and relationships

Contributing to regular pipeline reporting and forecasting

Successful when

Private sector pipeline is growing; Catalyst is being considered for opportunities where it was previously invisible

Deals close. Handovers to delivery are clean, well-briefed, and set the engagement up for success

Pipeline data is reliable; forecasting reflects reality; no opportunities are lost due to poor records

Leadership has an accurate, current picture of Wellington pipeline at all times

2. Strategic account engagement

You will work alongside Delivery Leads and Client Success Managers to identify growth opportunities within Catalyst's existing Wellington client base, not as a hand-off, but as a genuine collaborator who understands what Catalyst delivers and where the next chapter of a client relationship could go.

Accountable for

Identifying growth opportunities within existing accounts and collaborating with Delivery Leads and Client Success Managers to progress them

Participating in account planning sessions with the GM Growth & Commercial, Delivery Leads, and Client Success Managers

Bringing external market perspective into internal conversations about client strategy

Successful when

Existing client relationships generate new scope; opportunities are not missed because they were not noticed or followed up

Account plans reflect your market knowledge and relationship insight; planning is informed, not theoretical

Internal teams understand how clients are thinking about their challenges and what the market is offering them

3. Market positioning and visibility

You are a visible, credible representative of Catalyst in Wellington. You show up in the rooms where decisions are made and help build Catalyst's reputation as the partner of choice for sovereign technology and responsible digital transformation.

Accountable for

Representing Catalyst at events, in media contexts, and in senior stakeholder settings

Contributing to Catalyst's positioning as the trusted voice for responsible AI adoption, sovereign technology, and digital independence in Aotearoa

Staying informed about Wellington's government technology landscape including procurement cycles, policy shifts, and agency priorities

Successful when

Catalyst's profile in Wellington is growing; you are known as a thoughtful, credible voice on the topics that matter to our clients

The conversations you have in market are consistent with Catalyst's strategic positioning; clients and prospects associate Catalyst with expertise in these areas

You surface timely market intelligence that shapes Catalyst's approach and helps the team prioritise

4. Internal collaboration and proposal development

Business development at Catalyst is a team sport. You will work across delivery, marketing, and technical teams to develop proposals that reflect what Catalyst can genuinely do, and you will bring the outside view in.

Accountable for

Working with Delivery Leads and technical specialists to develop proposals that are credible, compelling, and accurately scoped

Collaborating with marketing to ensure Catalyst's positioning and content supports business development activity in Wellington

Sharing market intelligence, client feedback, and competitive insight with the wider commercial team

Representing Catalyst's values in every client and internal interaction

Successful when

Proposals reflect Catalyst's actual capability; delivery teams are set up to succeed, not surprised

Marketing collateral and case studies are useful and used; market activity is joined up

The team's understanding of the Wellington market improves over time; knowledge is not siloed

Colleagues and clients experience you as someone who lives Catalyst's values, not just

Accountable for

Successful when

talks about them

1.3 Core competencies

- Wellington networks, across government and private sector - real relationships, built over time, with decision-makers who trust you
- Proven business development experience: a track record of building pipeline and closing work, not just managing accounts
- Senior presence and commercial credibility: comfortable in a room with a Chief Executive, Chief Digital Officer, or board
- Clear, confident communication, both written and verbal, with the ability to make a compelling case to people who have not thought about open source before
- Strategic and lateral thinking: you connect dots, see opportunity in unusual places, and translate market signals into conversations Catalyst should be having
- A genuine belief in open source, sovereign technology, and digital independence, you do not need to be a developer, but you need to understand why it matters
- Curiosity: you are interested in technology, in organisations, in how decisions get made, and in the challenges that keep your clients up at night
- Values alignment: Catalyst's values are not decoration. The right person for this role will share them and live them in how they show up
- A natural collaborator who builds trust with colleagues as readily as with clients

1.4 How this role connects to the Sales Strategy

The Strategic Growth Manager - Wellington role is a new position, approved as part of Catalyst's FY27 Sales Strategy. It sits at the heart of the strategy's pipeline growth objective: building new relationships, opening new markets, and creating the top-of-funnel activity that feeds everything downstream.

Wellington is Catalyst's home market and a strategically important one. Central government remains a core client base, and the private sector represents significant growth opportunity. This role is designed to capture both.

The Strategic Growth Manager works in close partnership with the Client Success Manager function, the CSM deepens existing relationships and surfaces commercial signals; the SGM acts on them and opens new ones. Together, these roles create the commercial engine the Sales Strategy requires.

2 Approvals

For and on behalf of Catalyst.Net Limited
by

Signature

Name

Don Christie

Position

Managing Director

Date

For and on behalf of Catalyst.Net Limited by

Signature

Name

Elin Simes

Position

CFO & CPO

Date