

Independent HR Business Partner / Value Added Reseller / Distributor

Territory: Colombia

Build your own HR business while partnering with the trusted international HR technology provider hrmforce.com.

Hrmforce is a leading provider of cloud-based HR software, online assessments, and consultancy tools. Our platform enables organizations to recruit smarter, develop people faster, enhance performance, create engagement and staff retention. Plus hrmforce enables you to make data-driven talent management decisions. With more than 35 advanced HR tools (from personality and motivation assessments to leadership, employability, and HR analytics) we support companies in transforming the way they manage human capital and boost performance.

With offices, resellers, and business partners in more than 10 countries all over the world, hrmforce is an established international brand with a proven track record. We are expanding our presence into **Spain, Colombia, Ecuador, Peru and Argentina** and looking for ambitious professionals to join our network as Business Partners / Value Added Resellers (VARs). This is your opportunity to combine entrepreneurial freedom, high earnings with the strength of a global network. No financial investment needed.

Your Role as Independent Business Partner / VAR

As a Business Partner / VAR, you will be the representative of hrmforce in your territory. You will:

- Identify and acquire new clients in your market.
- Sell and implement hrmforce SaaS licenses, training and consultancy
- Deliver or hire consultancy, training, and advisory services for client success.
- Guide organizations in adopting online assessments in their HR cycle, implement HR analytics and talent management solutions.
- Build long-term client relationships and expand your own portfolio.
- Provide market insights and represent hrmforce as a trusted partner for HR innovation.
- Create and run your own marketing strategy together with HQ
- Create your own team and recruit other Business Partners in your territory.

This role is designed for professionals who want to run their own independent business while leveraging hrmforce's platform, tools, and international reputation.

Candidate Profile

We are looking for entrepreneurial professionals who combine commercial drive with HR expertise.

Education & Background

- Bachelor or master in either Human Resources, Business Administration, Psychology, or a related field.
- Basic knowledge of HR processes such as for example talent management or recruitment and or organizational development.

Professional Experience

- Minimum 2 years of experience in SaaS sales or in HR consultancy or in HR technology or in Organizational Psychology
- Proven track record of building client portfolios.
- Experience with Value Added Reselling or partner sales is a plus.

Skills & Competencies

- Entrepreneurial and results-driven.
- Excellent communication, networking, and negotiation skills.
- Strong consultative mindset, able to add value beyond selling.
- Independent and proactive, with the ability to manage your own pipeline.
- Fluent in Spanish and English (additional languages are an advantage).

What We Offer

Partnering with hrmforce means combining independence with international support:

Proven Brand & Platform: Work with a well-established HR software provider trusted in more than 10 countries worldwide.

Comprehensive Training: Receive full onboarding and continuous product updates to master our tools.

Attractive Compensation Model: Earn commissions, performance-based bonuses, and benefit from recurring revenues. (\$50K - \$200k annually)

Entrepreneurial Freedom: Build and manage your own company with client portfolio in your own territory under the hrmforce umbrella.

Scalability: Integrate hrmforce solutions into your own consultancy services for greater value creation. Recruit other Business partners in your network.

Support: Access to marketing materials, technical support, specialized hr consultants, trainers and organizational psychologists and a finance team. Growth Potential: Establish yourself as a leading partner in a rapidly expanding HR tech market within your territory and expand as much as you like.

Why Colombia?

The Colombian HR and SaaS market is on the rise, with organizations increasingly seeking data-driven HR solutions. This creates significant opportunities for entrepreneurial professionals who can combine technology with consultancy. As a hrmforce Business Partner / VAR / Distributor, you will be ideally positioned to capture this growth while being backed by an international network with specialists.

Application

If you are ready to build your own business and shape the future of HR in Colombia,
we want to hear from you!

Send your motivation and resume to office@hrmforce.com with the subject line Business Partner / VAR Colombia.