



VACANCY

Go-to-market Manager

Requirements

- University master's degree in (computer) science
- Over 7 years' experience
- Of which 4 years in a similar role
- Strategic planning
- Account-based marketing
- In a start-up

Amsterdam Minimum of 7 years experience



Start-up Pasqal is a leader in quantum computing technology. The Go-to-market Manager is responsible for client collaboration and value proposition development. This is an exciting opportunity for an experienced strategic marketer to contribute to the growth of this company as well as this revolutionary technology.





ABOUT THE COMPANY

Pasqal

Quantum computing

Quantum computing is not necessarily the next technological advancement after supercomputing. Science took a step back and reinvented computing altogether. Current computing uses existing hardware and coding languages based on bits, which can be 0 or 1. Quantum computing is based on qubits, which can be 0 or 1, or 0 and 1 at the same time, called the superposition.

The field merges computer science with quantum physics and requires new hardware technology. In turn, this new hardware needs a new language to write the software that tells the quantum computer what to do. Since 2010, science has progressed rapidly but still faces tremendous challenges. Theoretically, quantum computers are thousands of times faster than today's computing power. Last year, both US and Chinese prototypes could solve complex computations that would not have been possible with even the most powerful supercomputers in the world.

Quantum computing has the power to solve real-world problems, for example, through advanced climate modeling and simulating trials of new medicine. With governments and companies investing billions, this incredible potential is expected to materialize over the coming years.



Pasqal

Pasqal is a frontrunner in quantum computing and well on its way to becoming a European tech champion. In January 2022, French Pasqal and Dutch Qu&Co joined forces. The French are leading the development of quantum computing hardware, and the Dutch are building the software. The combination is uncommon in the field and a key success factor. Together, they continue as Pasqal. They have around seventy employees, of whom fifty-five have a Ph.D. The team of fifteen in Amsterdam is looking to grow to seventy-five over the coming years.

Pasqal is building quantum hardware and applications that serve the needs of its clients in fields like life sciences, electronics, automotive, aerospace, and finance. In the current stage of the technology, the company partners with its future clients and high-performance computing centers (HPCs) to jointly develop these applications. Clients include Airbus, Johnson & Johnson, Siemens, Covestro, LG, Credit Agricole, EDF, Commerzbank, and BMW. The HPCs they are partnering with include CINECA, Forschungszentrum Jülich, and GENCI.

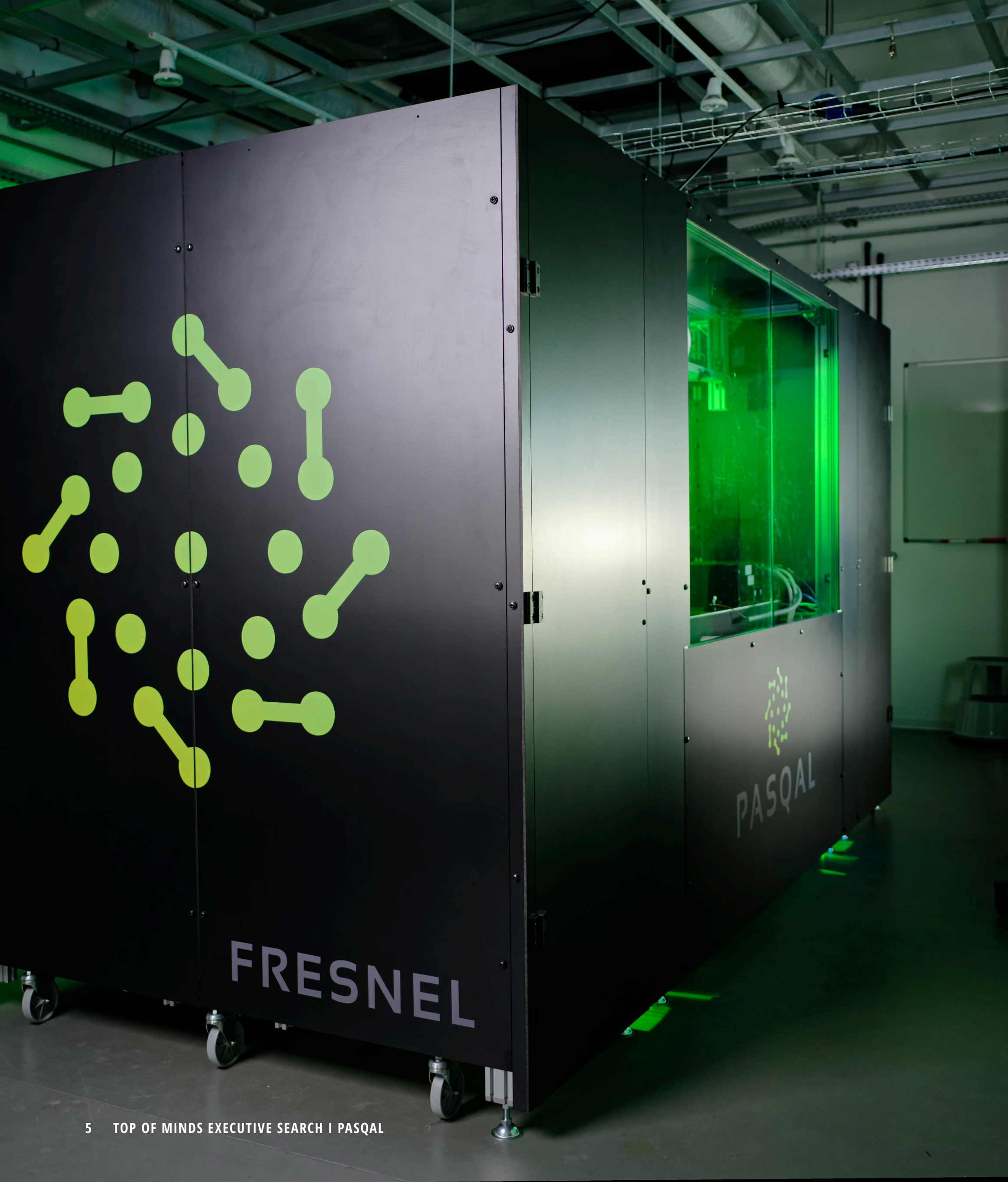


Go-to-market Manager

The Pasqal Marketing and Sales organization is built around the commercial funnel: Touch, Tell, Sell, Deepen, and Keep. The Go-to-market (GtM) Manager is responsible for strategy, product, and customer journey in the Sell, Deepen, and Keep activities.

Firstly, the GtM Manager is a strategic thinker and tackles the questions of what the Pasqal product is, who the clients are, and what competitors are doing. There are ten to fifteen industries where quantum computing could be relevant. Clients are large corporates, including automotive manufacturing, banking, telecom operators, and pharmaceuticals. They are mostly end-users who need quantum computing for their R&D activities, operations, commercial activities, and potentially the entire value chain. It will likely enable product and service development and help with breakthrough innovations.

Secondly, the GtM Manager prepares the stories and pitch decks for every potential partner and client and supports business developers and the CCO with client acquisition, targeting several thousand clients over the next six years in the high-growth scenario. The long term and high investment of the projects require account-based marketing. For Pasqal, the excitement starts in part after a deal has been closed. This is when they can start working with the client to discover and define what quantum computing can do for them and support them in reaping the benefits.



Given the current size and stage of the organization, all teams work closely together, constantly synchronizing the feedback from the market with the development of the technology. The GtM Manager is crucial in working alongside the clients to define their evolving needs and communicating this to the research scientists.

This opportunity is exciting on various levels. The GtM Manager enjoys the thrills of working with a start-up, in charge of Pasqal's client collaboration and value proposition development, and being a direct part of the company's growth. In addition, the role offers the chance to be at the forefront of a revolutionary technology that will come to fruition over the coming years and has the power to solve some of the world's most complex challenges.

The role is based in the futuristic Edge Olympic building in Amsterdam, The Netherlands. It is ideal for an experienced account-based marketing manager with a strategic mindset and an affinity with deeptech. ■

Interested? Pasqal has appointed Top of Minds to fill this vacancy. To express your interest, please contact Jessica Lim at jessica.lim@topofminds.com.



“Today, we are selling a dream. Together with the client, we have to discover how to make that dream a reality.”

Benno Broer, Chief Commercial Officer