



SEMIOTICLABS

JOB PROFILE

Business Development Manager

FOR WHOM?

- 3-5 years' experience in Strategy Consulting
- Or a minimum of 4 years' experience, with a strong track record, in consultative selling
- Affinity with tech
- Strong project- and stakeholder management skills

📍 Leiden 📁 3 years of work experience



Former Start-up of the year finalist Semiotic Labs is now a fast-growing scale-up based in Leiden. They serve a broad range of industries with SAM4, a predictive maintenance solution that leverages machine learning algorithms and IoT-sensors to detect upcoming failures of critical assets up to months in advance – for clients such as Vopak, FrieslandCampina, Henkel, and ArcelorMittal. Semiotic Labs is rapidly expanding its Business Development efforts, and is therefore looking for several analytically and commercially talented Business Development Managers.

About Semiotic Labs

Predicting over 90% of electro-engine failures, up to 5 months in advance – that is the promise of Semiotic Labs. Born out of a passion for AI and entrepreneurship, the company was founded in 2015 by a tech enthusiast and an experienced business leader. Semiotic Labs started seriously scaling up in 2018, and now has over 50 employees. The scale-up has grown out of its second office and is opening a brand new one this spring – even though, spurred on by COVID, they are also a pioneer in remote working enablement. Employees who do come to the office enjoy daily free lunch, and drinks and music on Friday.

Unlike many other start- and scale-ups, Semiotic Labs is managed by a highly experienced team of senior business leaders. The CEO and CFO are both ex-CoolBlue. Furthermore, the company has a high penetration of ex-consultants; many have a background at Bain, BCG or McKinsey. The software engineering teams are sourced from all over the world, once again ensuring high quality talent.

Business Development Manager

Growth requires sales; fast growth requires strategic business development and excellent execution. The Business Development Manager becomes part of the Revenue team, led by ex-Bain consultant Tim van Leeuwen. Alongside co-founder and business development champion Simon Jagers, the Business Development Manager will quickly get up to speed and own end-to-end sales processes with crucial customers.

Importantly, however, this role involves much more than just sales:

“Deals typically involve proofs of concept, multiple stakeholders, multi-faceted pricing negotiations, and selling to executive- and C-level individuals, as well as operations managers and technicians in the field. Ideally, the Business Development Manager not only builds relationships with operations managers and market influencers to establish and expand the company’s position in the area of Predictive Maintenance, but also actively contributes to building the Sales Strategy with her or his analytical and strategic vision.”

Tim van Leeuwen, Head of Sales at Semiotic Labs

The Candidate

The ideal candidate is a passionate and driven, commercially minded individual, who's avid about introducing a disruptive new technology into the market. Additionally, she or he is keen to quickly develop and improve leadership skills.

Although this is a commercial role, the emphasis is on consultative selling. Ideal candidates have a strong track record in end-to-end project management, with a spike on stakeholder management, relationship-building, and influencing. The Business Development Manager is able to quickly get up to speed on the ins and outs of the SaaS-product and the different situations in which potential customers would benefit from this product, showing to customers that she or he is knowledgeable and trustworthy.

From a commercial perspective, the Business Development Manager has the assertiveness needed to follow up and close deals in a timely manner. The ideal candidate may be, for instance, a high-potential (junior) strategy consultant, or a top performing sales project manager in software or technology. She or he should be comfortable selling into all levels of an organization across technology/business lines, and be excited about the prospect of growing into a supervising role within a sales organization. ■

Interested?

Semiotic Labs works with Top of Minds to fill this vacancy. For more information contact Vivian den Dekker at vivian.dendekker@topofminds.com

