



VACANCY

Commercial Lead

Requirements

- Over 5 years of experience
- In international B2B sales
- Tech savvy and experience with CRM systems
- Entrepreneurial mindset (possibility to participate in equity program)
- Proven leadership qualities (opportunity to progress to CCO role)

 Amsterdam  Minimum of 5 years experience

Uni-Life

Uni-Life is a forward-thinking Dutch start-up that is reshaping the student experience. Committed to improving student well-being, Uni-Life provides a comprehensive platform that connects students with essential services, resources, events, and student communities. Recently, Uni-Life expanded its scope by adding a new dimension to its business: recruitment. The organization has established partnerships with companies offering students internships and part-time job opportunities, and plans to further expand this business in the near future. By simplifying the student journey, Uni-Life ensures students are more engaged, enjoy their student life, and, in turn, reduces dropout rates.

Since its inception in 2019, the company earned its place among the Top 100 Fastest Growing SaaS companies in The Netherlands according to MT/Sprout and was also acknowledged as one of the Top 200 Most Promising EdTech Startups Worldwide by HolonIQ.

Backed by a group of seasoned angel investors, Uni-Life is gearing up for further international expansion and additional business/revenue models.

Simultaneously, it has ventured into an additional territory: recruitment. Recognizing that internships and (part-time) jobs are an integral part of the student journey, Uni-Life secured partnerships with several dozen companies in just the first few weeks – and the list keeps growing. This is the perfect time for the start-up to scale up its operations, making it an excellent opportunity for a driven Commercial Lead to come on board.





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The Commercial Lead is at the forefront of the company's expansion, taking charge of the complete sales and customer success journey. They will be responsible for overseeing Uni-Life's top-line revenue growth, managing the sales pipeline, establishing the sales team, creating sales materials, retaining customers, and implementing upselling and cross-selling strategies. This role will entail close collaboration with the management and shareholder team to ensure that sales forecasts are aligned with the broader business objectives. As part of the Management Team, this role offers the potential for future advancement to the position of CCO.

The Commercial Lead has a clear-cut mission: establishing partnerships with international universities and companies that enrich the student experience. Their main driving force is a boundless motivation and passion that fuels the start-up's journey into the next phase of international success. Sales cycles in this realm can be quite long, often lasting from six months to a year and a half. This requires not only patience but also exceptional communication skills and the ability to handle setbacks gracefully. On the flip side, sales engagements with companies can be relatively fast, creating a very diverse and challenging work environment.

As is typical for a start-up, not all processes are set in stone (yet), but the Commercial Lead embraces this fluidity and actively contributes to its evolution.




Thanks to experiences gained from previous roles, the Commercial Lead offers innovative insights and suggestions that benefit Uni-Life's proposition, positioning, and service offering.

The Commercial Lead collaborates with the co-founder and the Lead Engineer, forming a tight-knit management team. Moreover, they serve as an inspiring leader for the young, highly motivated team of twenty, consistently motivating and pushing them to do their best.

For an energetic, truly entrepreneurial Commercial Lead, this role presents a fantastic opportunity to elevate Uni-Life's success story even further. In pursuit of this, they will have all the freedom and responsibility needed. Aligned with the business's growth, the Commercial Lead will have the opportunity to build their team and progress to the role of CCO. ■



Interested? Uni-Life is working with Top of Minds to fill this vacancy. To express your interest, please contact Gijs Millaard at gijs.millaard@topofminds.com.



“Expanding the platform across as many international universities as possible is your primary objective as a Commercial Lead. However, in addition to being an excellent sales professional, you also set yourself apart in this role with your strategic insights and innovative ideas, actively contributing to our efforts to further enhance Uni-Life.”

Joep Annega, CEO