

Business Development Representative / Account Executive

Full-time/Hybrid position in our headquarters in Patras

Our Company:

IRIDA Labs is a leading European based provider of **cutting-edge embedded computer vision** solutions, allowing devices to visualize and understand their surroundings through **on-device machine learning**. **PerCV.ai**, our unique end-to-end software and services platform is used for the development of machine vision applications addressing dynamic technology markets such as IoT, Industry 4.0, Smart Retail, and Smart Cities & Spaces.

Job Description:

We are looking for a **Business Development Representative / Account Executive** to help us meet our customer acquisition and revenue growth targets by keeping Irida Labs competitive and innovative. You will be responsible for maximizing our marketing and sales team potential, crafting sales plans, and making sure that our customers have a positive experience.

Responsibilities:

- Define customer buyer personas, partner with the product team to drive pricing, offers, naming and launch plans
- Build and promote strong, long-lasting customer relationships by partnering with customers and understanding their needs
- Contribute to sales and marketing activities related with participation in international expos, shows, digital marketing campaigns and Irida Labs promotion
- Identify emerging markets and market shifts while being aware of new products and competition status
- Validate platform and product messaging, lead the development of core content assets and tools as part of GTM strategy
- Achieve growth and hit sales targets

Required Skills:

Candidates should have a BSc in Engineering, Economics or Business Administration, and any of the following:

- More than 2 years of marketing/sales/bus dev experience, with majority in bus dev or sales
- Technical background or proven tech enthusiasm
- Excellent verbal and written communication and presentation skills, with the ability to influence
- (Near) native in English
- Strategic, analytical thinker with a pragmatic mindset
- Strong team player who knows how to work as an individual contributor
- Data-driven and customer-centric

Desired (but not mandatory) Skills:

- B2B SaaS / Service models and EU Vision/AI market experience
- Experience with CRM tools
- Experience with collaboration and planning tools (Planner, Figma, MS Teams etc.)
- Familiarity with Agile workflows

Benefits:

And these are some of the perks you receive when you join Irida Labs:

- Work in a dynamic and pleasant environment at a fast-paced company
- Discuss and interact with tech-leaders at a global scale, using cutting-edge technology and driving new markets
- Competitive remuneration package
- Huge room for creativity and innovation
- Private medical insurance

Contact:

If you feel that you want to contribute to our company, you are welcomed to send your CV to:

HR Manager: Christos Theoharatos

e-mail: htheohar@irdalabs.com