



Vacancy Head of Sales (Startup)

Institute for Applied Motions (IAM) provides solutions for improving well-being at work. Our team is currently developing a new SaaS/IoT product which collects biofeedback through a seat- and smartphone combination. We are co-founders Timothy Algera and Govert Flint and we work closely with our technology adviser and USA business developer Joanna-Maria Helinurm. We have been working on smart furniture sensor technology since 2016. We build our company upon projects which have been published by [The Guardian](#) and [VPRO](#). We look for an ambitious Head of Sales to join us in Rotterdam / Eindhoven, the Netherlands. Are you the one who can work with us to build a strong business in the field of well-being at work?

You are an experienced, skilled and entrepreneurial person who likes to make deals, has a good sense for marketing and initiates new partnerships. As the first commercial hire, your position involves strong self discipline and an independent attitude, as well as strategic thinking for scaling up our business. You will be active with generating new clients together with the co-founders to set up presentations, the strategy and the current network.

Naturally, this role will progress into a Head of Sales / CCO position as the company grows. We are open to senior sales people as well as highly ambitious entrepreneurs with a proven track record.

The weekly meetings will take place in Eindhoven.

Key responsibility:

- You will formulate and execute a sales-strategy that aims for mass-market numbers.
- You will be responsible for generating new B2B clients for our SaaS/IoT-product.
- You will execute strategic customer account management.
- You will engage with (potential clients) and dev to create the best product-market fit.
- You will be responsible for setting up partnerships.

Competencies

- At least 5 years of relevant work experience.
- You generate sales ideas to continuously improve processes, tools and work methods.
- You can handle the pressure of reaching the targets of an ambitious start-up.
- You have the potential to coordinate sales, account management and customer service of a mass-market product.
- You are approachable, energetic and enthusiastic.
- You value social integrity and can connect to board members of the largest firms in Europe as easy as engineers or the end-user.
- You know how to negotiate on executive level.
- You work autonomously and can commit yourself to execute your own strategies.
- You speak and write English and Dutch on a professional level.
- Preferably you have a large network in the field of Human Resources.

If you are interested, send your motivation and resume to institute@appliedmotions.com