



Vacant position

Software Sales & Marketing Engineer

(ref. JO-218)

exense GmbH is a software publisher and services company, specialized in Scalable Automation, Performance Engineering, Service Monitoring and Analytics. We are a human-size, bootstrapped startup operating in Switzerland, France and Germany. Our mission is to help companies operate their IT systems in a more efficient way through our in-house built innovative and high-quality products. As an open-core company, we are firm believers in the open-source philosophy, and we pride ourselves on being an open-minded workplace. We provide a dynamic and inclusive work environment that enables autonomy while offering a sense of belonging to a great community.

Your responsibilities

As a Software Sales & Marketing Engineer, you will develop strategies for the sales of our flagship automation product *step* (<http://step.exense.ch>), new customer acquisition as well as the retention of existing customers. You will also play an important role in developing the marketing strategy and activities around *step*.

step is a comprehensive platform for unified software automation. Available as SaaS or on-premise, its unique approach allows the reuse of automation artifacts across the whole DevOps lifecycle of applications. From large scale E2E acceptance tests, load-tests to RPA and synthetic Monitoring.

Your main Sales tasks and responsibilities will include:

- Taking over leadership of the sales strategy of *step*
- Identifying appropriate prospects and manage sales cycle to close new business
- Developing presentations of our solutions and services to key prospects (pre- and post-sales technical support will be performed by our development team)
- Negotiating contract terms and conditions to meet both client and company needs
- Developing strong long-term relationships with customers and prospects
- Following up on the existing customer base to generate new opportunities
- Documentation and control of target achievement

Your main Marketing tasks and responsibilities will include:

- Attending marketing events such as conferences or trade shows to represent the company, meet key prospects, share the information
- Planning, coordinating and measuring marketing activities alongside our marketing agencies and contractors to develop unique selling propositions (USPs), such as:
 - Content optimization for website and knowledge base

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- Activities on social networks
 - Search engine optimization and organic results
 - Development and maintenance of the business directory listing

Your skills & experience

We're looking for a dynamic person with proven experience in coordinating sales and marketing activities in the field of software engineering, including:

- Familiarity with the entire sales process, from awareness to closing
- Proven track record of closing deals and achieving sales
- Previous experience in marketing strategy and activities
- Interest in software automation and QA
- Understanding of load and performance testing, RPA and Monitoring

What are we looking for?

- **Autonomy** - You're not afraid of making judgements and decisions, and you're willing to take ownership of a project.
- **Collaboration** - You're a curious, open-minded and dedicated person. We build up team effectiveness through questioning, finding solutions together and supporting peers. You focus on adding value to projects and communicate well with those who work with or around you.
- **Creative thinking** - You're an analytical thinker constantly looking for new challenges. You're curious and question things to view problems from different perspectives and to find unique solutions.
- **Communication** - You're able to communicate information with precision and clarity, and to deal with large revenue clients. You are fluent in English and German (written and spoken). French is a plus.
- **Willingness to travel** within Switzerland and Europe.

Perks & Benefits

- Human sized company where personal initiatives are rewarded and daily wins are celebrated
- Competitive base salary and benefits
- Variable salary compensation with commissions on new customer acquisition and target-based revenue
- Flexible and dynamic work environment - we respect our people to do their work how and when they work best
- Attractive location in the centre of Zurich

exense GmbH is an equal employer and values diversity, so all profiles will be considered without any discrimination.

Do you want to become part of the team?

Please send us your application to contact@exense.ch.