



Chief Commercial Officer

Do you want to be part of an ambitious and enthusiastic team in a fast-moving scale-up environment? Are you looking for a challenging context where you will get the chance to have a long-lasting impact? Are you eager to accelerate your career as a **Chief Commercial Officer** in a fast-growing regtech company?

Well, let us introduce itsme® / Belgian Mobile ID, founded in 2017 with a clear mission: provide a state-of-the-art and best-in-class digital identity solution to individuals, enabling them to move all their interactions to the digital space. Now, only five years later, 6.4 million citizens use the itsme® app, to identify themselves, confirm transactions and sign documents online. We are also ready for a new challenge: launching the itsme® app in The Netherlands.

We are looking for a C-level profile to shape the sales organization and scale revenue to the next level. The ideal candidate will be responsible for architecting and executing a sales strategy and building out a team of Account Executives and Sales Development Representatives across enterprise and public market sales. The person should be excited by scaling international business, selling into new markets, strategizing next steps, liaising with direct and indirect partners and managing a team of account managers.

What your job looks like

Commercial Strategy:

- Collaborate with the CEO in developing, communicating, executing and sustaining corporate strategic initiatives. As member of the Management Team, contribute to the elaboration and fulfillment of the mid and long-term organization strategy.
- Translate key strategic priorities into a sales strategy, incl. territory design, distribution strategy, customer segmentation, and annual resource planning.
- Build an international revenue engine that drives growth across all customer segments, using both the direct and indirect distribution channel. Develop a geographical expansion strategy and support regions in developing sales strategies for target markets and target prospects.
- Communicate the company's commercial strategy internally and externally so that all employees, partners and stakeholders understand the strategic plan and how it carries out the company's overall goals.

Sales:

- Develop an efficient sales organization towards the international target markets: define and govern sales policies for a full productized solution approach.
- Review, consolidate and align sales targets, plans, reporting and execution. Take responsibility for setting incentives across sales channels and ensuring performance against core KPIs and targets.
- Further professionalize sales processes and CRM management. Create a best-in-class sales infrastructure, refining the analytical tools, resources, and processes available to the sales team and management: acquisition pipeline, account planning, deal qualification, deal progression, compelling proposals etc.
- Develop an active sales funnel and identify business opportunities. Collaborate with internal teams to deliver targeted campaigns and unlock efficiencies in the sales process.
- Lead the sales team in finding new ways to optimize processes and increase revenue, profitability, and customer experience.
- Actively participate in developing international relationships with existing and new key (target) customers and strategic partners, across the public and private sector. Actively participate in sales and contract negotiations towards larger accounts. Support partners by creating joint plans and implementing joint sales and marketing initiatives. Feed them with itsme® latest insights and developments, and collect their feedback on latest trends and customer needs.
- Own all Channel/Partner Development – devise, own and execute global channel plan.
- Provide quantitative and qualitative updates to the CEO and CFO, setting the sales roadmap.
- Work closely with other functional teams such as Marketing, Product, and Finance.

Team management:

- Recruit and manage a sales team that will grow significantly over the next 6-18 months: rapidly hire, ramp and retain top sales talent internationally.
- Develop effective team onboarding, training and coaching to maximize performance of every sales team member at every stage of the sales cycle.
- Drive a "lean startup" style environment of constant experimentation and rapid learning.



What we are looking for

- **Leadership.** A business leader and team player: not only able to define the optimal commercial strategy, but also able to implement it. Has solid people management skills through a visionary and lead by example style.
 - **Communication Skills.** Strong communication skills are a must: interaction with team members and other departments such as finance, product development, regions and of course clients are a must.
 - **Analytical and Conceptual Skills.** Be able to quickly assess issues, develop alternative solutions and implement pragmatic strategies and tactics. Highly effective in translating ideas into actionable plans leading to results. Focusing on the big picture, as well as details. The incumbent needs to be data driven and will use data in his/her decision making.
 - **Client focus.** Be able to relate to customer issues and to have a thorough insight in the decision making process. Have a clear focus on customer experience and client satisfaction. Be analytical in understanding the working processes and structure of clients' organizations. Be able to explain and educate about the value of digital identity and its impact for customers.
 - **People Manager.** Be able to motivate, develop and manage dynamic teams. Have a visionary and empathic management style, where people are allowed to take ownership. Manage and induce progression through influential management style. Have a transparent way of implementing strategy. Keep a focus on developing team members through learning and training.
 - **Entrepreneurship.** Have an entrepreneurial DNA: take ownership and show accountability. Able to think out of the box and work towards successful results in an ethical and sustainable manner.
-
- Ten+ years of relevant sales leadership experience including management of SDR and AE functions and a track record of exceeding quota, at preference in a segment of business linked to technology and innovation in general.
 - Possess extensive knowledge of sales principles and practices and have an ability to coach others on them.
 - Be capable of understanding strategic challenges in this segment of business (identification and authentication) and have a holistic view on sales, (digital) marketing, customer success and customer experience.
 - Have worked in an international context and have experience in international development and expansion. Extensive experience in developing, implementing, and managing strategic sales plans and rapid growth strategies.
 - Ability to plan and manage at both the strategic and operational levels.
 - Excellent interpersonal skills with customers at all levels of organizations. Experience in both the public and private sector. Experience with both direct and indirect distribution models (resolution of channel conflicts, etc.)
 - Excellent presentation skills and experience working with business and industry press.
 - Good knowledge of the impact of digitalization on business processes for clients, along with a link to government related innovation and digitalization.
 - Master's degree in relevant field of study (Business, Economics, Engineering, Marketing...).
 - Excellent in English and Dutch or French.
 - Willingness to travel, though limited.

Now it's your turn!

If you have what it takes, send your CV and motivation letter to career@itsme-ID.com.