

Director Sales / VP Sales (fulltime)

Join the pioneers of PhotonFirst

Since 2006 PhotonFirst (formerly Technobis) is pioneering in the research, development, engineering and production of Integrated Photonics Sensing modules and systems for a broad range of critical applications in aerospace, medical equipment, mobility, energy, and high-tech systems. Since January 1st, 2021, the photonics activities have been carved out to prepare for a fast growth to a leading worldwide position in its field, supported by our main shareholder Active Capital Company (PE). Our ambition is to be ready for an IPO in 5 years. In order to enable this growth, PhotonFirst is looking for a seasoned professional to take ownership of both developing the sales strategy as well as pragmatic implementation, while expanding our geographical presence and the sales team. Next step up will be a position in the Board as CCO.

You lead the sales team hands-on to success in demanding markets

Building on a strong foundation of integrated photonics sensing applications in a large variety of use cases, you will scout for large volume opportunities with leading OEMs in our markets. Supported by our application engineers, you will win long term contracts for complete solutions and inspire the sales team to do the same. Jointly, you will drive implementation of our technology while we are seen as the go-to partner for advanced applications. Simultaneously, you are organizing and coaching the sales team with laser focus to become the benchmark in our industry for customer satisfaction and professionalism.

Your tasks & responsibilities are broad

- Generating deep understanding of the integrated photonics sensing technology, its applications and business cases to become a mature counterpart for the customer's CTO or equivalent and able to identify winning use cases
- Defining a comprehensive sales strategy, design effective sales processes (from lead qualification to account management) and implement efficient (consultative) sales routines
- Establishing sales objectives by forecasting and developing annual sales targets and projecting expected sales volumes and (gross) profit for existing and new customers
- Growing sales pipeline and committed volume by tracking relevant (measurement) trends, economic indicators and competitive field while scouting new opportunities from (innovation) leaders in our markets
- Assisting Product Management to generate customer input and feedback for our product roadmap and proposition development, identify and arrange setting for successful case description
- Leading (planning, monitoring, managing, appraising) the sales team of 4 based in The Netherlands, growing it to 10 and coaching them to jointly exceed the predicted results time-after-time

- Maintaining professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks, and participating in professional societies.

Direct reporting line

The Director Sales / VP Sales will report to the CEO

Relevant requirements regarding knowledge and experience

Education

- Master in Electrical, Mechanical Engineering or Physics, Technical Business Administration or similar

Experience/skills

- You have at least 10 years of experience in commercial B2B roles in industrial companies, of which minimum 4 years in a senior sales leadership role
- Demonstrable successes in large contract (EUR 1M+) sales to industrial OEMs in similar markets as PhotonFirst (B2B, 1st or 2nd tier supplier in high-tech industry)
- In-depth knowledge of (consultative) selling strategies and methods, as well as team management and motivation techniques
- Excellent leadership, interpersonal, and customer service skills
- Great strategic planning, organizational, and creative thinking skills
- Excellent communicator in English, both verbally, in writing and presenting
- Proficiency in Microsoft Office (Powerpoint, Word, Excel) as well as common CRM systems

Availability

This is a full-time job in a fast-growing company. You can work either from our Alkmaar headquarters or at the Eindhoven satellite office with regular visits to Alkmaar. Travelling will be a substantial part of your job (25-40%).

Personality characteristics

PhotonFirst is a young and maturing professional organization. We have developed a strong pragmatic team mentality in which we work and experiment together to achieve common goals. We are looking for a wide diversity of people coming from different backgrounds to join our organization. We have formulated the following personal traits contributing to our professional mentality:

- Passionate team player taking ownership
- Open, straight, result driven and can-do mentality
- Pioneering, creative, flexible, and entrepreneurial
- Perseverant, professional, and well structured
- Friendly & 'fun to work with'



Contact us to learn more

Please contact our HR&O Manager, Sjoukje Blom (recruitment@photonfirst.com) to learn more about this exciting job in one of The Netherlands' most promising deep-tech companies.