

JOB DESCRIPTION

Inside Sales Executive (North America)

Location: Home Office, Florida, USA

ABOUT METACO

Founded in 2014 in Switzerland, METACO enables financial institutions to capitalize on the burgeoning digital asset economy. METACO's main product, Harmonize, is an orchestration system enabling financial institutions to hold and manage digital assets. From cryptocurrency custody and trading to tokenization, staking and smart contract management, the platform seamlessly connects financial institutions to the new world of decentralized finance.

METACO is one of the few global leaders in this space, supporting clients like Citi, BNP Paribas, BBVA, Zodia by Standard Chartered and other Tier 1 financial institutions to enter the digital asset space and revolutionize finance for generations to come.

We are seeking an Inside Sales Executive with Marketing experience to join our new US-based team and accelerate lead generation for our business. As a member of our team, you will be working closely with the Marketing and Business Development teams to design and execute inbound/outbound marketing campaigns, handle initial contact with prospects and generate qualified leads for the sales team. This is an excellent career opportunity to be an early joiner in our US business where we expect to grow exponentially over the next 3 years. Your contribution will have a direct impact on the evolution of the cryptocurrency/fintech industry as we know it today.

Main Responsibilities & Tasks:

- Plan and execute lead generation campaigns through a range of media (email, linkedin, cold-calling, webinars, events, etc.)
- Ongoing monitoring and reporting on campaign metrics for the sales organization to evaluate and determine where to focus efforts
- Respond to inbound leads through the website by arranging initial qualification calls with prospects (regulated financial institutions and "crypto natives")
- Manage the lead generation tools and be our expert on what marketing/sales automation plugins, data tools etc. to integrate for maximum efficiency (curious to explore them on your own)
- Update, maintain and expand our CRM for accurate recordkeeping
- Identify innovative approaches / marketing technologies to more effectively reach and engage our targeted prospects
- Qualify prospects to confirm we can deliver on their requirements, understand their buying process and timeframes
- Be the point of contact between the sales organization and marketing to oversee social media campaigns

- Report to the sales team on learnings about our competition from your prospect discussions
- Represent the company and educate prospects at trade shows, conferences, and private events. Some travel will be required.
- Additional inside sales tasks, including desk research, managing event calendars, sales administrative tasks
- Supporting the regional MD in day-to-day business and other ad hoc tasks

Key Qualifications:

- 3+ years' experience in inside sales, preferably selling Enterprise SaaS solutions to financial institutions
- You are self-motivated with a curious mind and appetite for success.
- Eager to pro-actively learn about new marketing technologies and tactics to more effectively target and engage prospects, resulting in massive success in lead generation.
- You are interested in the future applications for blockchain technology and crypto assets and possess a high-level understanding of distributed ledger technology and use cases for digital assets, including smart contracts, decentralized finance and tokenization
- Ability to easily understand and pitch new products and technology, focusing on the value proposition for clients
- Proficient level of written and verbal communication skills in English (Spanish / Portuguese an added plus)
- Positive mindset and can do attitude. You work effectively with team members and are willing to take on responsibility and work independently
- Willingness to travel as required by client and company engagements
- Honest and open communication style, hungry to learn and succeed, does the right thing by our company and clients (ethics).
- Adept with MS Excel, Outlook, PowerPoint, Word, Teams, Slack, Salesforce
- Experience in Banking, blockchain, cybersecurity, or crypto industry would be a major plus.

Why METACO?

We are a dynamic and fast-growth company, working together to tackle the most challenging problems at the intersection of distributed systems, cryptography, and finance. We provide an entrepreneurial culture, where merit, contribution and teamwork are rewarded. Our team is important to us, and we work hard to support both the personal and professional development of team members. We understand that maintaining a good work-life balance is crucial to a healthy and happy workplace, that is why we provide flexible working policies for employees to fit their individual needs. Join us to make your mark on the transformation of the financial services industry.

What we offer:

- The opportunity to work in an inspiring, dynamic, and rapidly growing firm with diverse career development possibilities in digital assets, where METACO is an established leader
- A team-oriented environment that enables entrepreneurial talent to thrive

- Flat hierarchy with the opportunity to grow
- Competitive compensation that rewards success
- Exposure to an exciting emerging asset class that will revolutionize the world

For further information, please visit <https://www.metaco.com/careers/>

Hiring process:

- Screening of Cover Letter & CV to assess your fit for the position
- Initial screening call with our Inside Sales Manager (Europe) (15 mins)
- Structured interview with our Inside Sales Manager (Europe) and Regional MD (Americas) (45mins)
- Casual interview with our Global Head of Sales (video call)
- Formal offer contingent on reference checking (professional performance record, criminal background check)

Get in touch by sending your CV to jobs@metaco.com