



Jaka Lounge agency is providing complete human resource management support for companies. We put our special focus on high-quality selection process while we believe that knowledge and competencies bring brilliant results only when they're combined with adequate motivation. We are supporting our client [Oradian](#) and we are looking for:

oradian°

Head of Customer Acquisition (Zagreb, Croatia)

Oradian is seeking a competent authentic leader to continue and extend Oradian's success and proactively pursue growth in our respective markets. This will primarily involve in-depth understanding of the Oradian way, comprehension of selected markets, defining and the implementation of customer acquisition plan for the Philippines market.

The successful candidate needs to know how to close, how to lead and mentor a team, how to hire, how to build the basic processes, and how to do it again, and again, and again. The successful candidate will meet our customer acquisition and revenue growth objectives.

Responsibilities include leading the sales team, developing key growth sales strategies, tactics and action plans. Your duties will include hitting current quota, team's annual targets, building relationships and understanding customer trends.

The ideal candidate will be an experienced leader with a passion for this opportunity, able to deliver b2b solution sales techniques, creativity and leverage a balanced a practical mindset with a business acumen and leadership through complex sales opportunities. You will be proficient in verbal, written and presentation skills to convey and deliver the set objectives with creativity and enthusiasm. And you would have done this before.

At this stage of the Oradian journey, the role of Head of CAT will report directly to CEO.

Ultimately, you are getting your hands dirty, contributing and being part to the company's long-term success, and have fun reaching our mission.

Responsibilities:

- Own and work through the defined annual sales targets
- Develop and execute strategic plan to achieve sales targets and solely focus on expanding our customer base
- Establish strong and long-lasting customer relationships
- Understand customer's requirements and address their business needs and objectives
- Effectively communicate company's value proposition through the sales process, proposals and presentations
- Understand Financial Inclusion and banking industry and trends
- Reporting on forces that shift tactical budgets and strategic direction of accounts
- Recruiting and onboarding of a great sales team and ensuring their success
- Backfilling and helping your sales team close deals. Working and closing key deals with them. Spotting issues before they escalate. Identifying and exploring opportunities ahead of the horizon
- In general, making sure your direct and indirect reports work as effectively and efficiently as they can
- Create sales tactics in collaboration with in country sales teams: How to compete; Pitch scripts; Coordinating FUD and anti-FUD; Segmenting customers; Optimizing how best to execute Lead Gen and marketing; Getting feature gaps filled with Product and Engineering; Learning and understanding how to maximize the revenue per lead
- Designing and implementing a strategic sales plan that expands company's customer base and ensure its strong presence
- Identify emerging markets and market shifts while being fully aware of new products and competition status
- Creating and selling deals yourself
- Play an active role in the senior management team to achieve the company vision, maximize growth, and evolve the business into a global company

Required skills and experience:

- Proven sales executive experience, meeting and exceeding targets
- Previous experience as a Sales Director, VP of Sales, sales and marketing leader or similar positions
- Ability to communicate, present and influence all levels of the organization, including executive and C-level

- Proven ability to drive b2b complex solution sales process from plan to close
- Proven ability to articulate the distinct aspects of products and services
- Proven ability to position products against competitors
- Demonstrable experience as head of sales, developing customer-focused, differentiated and achievable solutions
- Thorough understanding of SaaS, B2B and frontier markets
- Strong business sense and industry expertise
- Self-motivated with a results-driven approach
- Excellent mentoring, coaching and people management skills
- Excellent listening, negotiation and presentation skills
- Excellent verbal and written communications skills
- Done this before

About Oradian:

Oradian is a financial inclusion company serving financial institutions in remote, hard-to-reach communities. Using insights from our community of customers, we provide a cloud-based toolset that smart financial institutions plug into to access best practice and efficiency. With Oradian, financial institutions are able to boost global financial inclusion by growing and serving more clients.

Oradian's toolset - and why it's disruptive:

We provide access to our toolset on a subscription basis, based on the number of clients the financial institution serves. Oradian's subscription model makes it possible for financial institutions of all sizes to access leading technology.

With Oradian's toolset financial institutions are enabled to drive financial inclusion through:

- Efficiency with automatic, simplified administration
- Informed decision-making with real-time data and reporting
- Growth to reach more clients without incremental costs

By delivering three main business benefits, Oradian delivers the opportunity for financial institutions to know and control their portfolios.

Oradian's global community:

Our global community of financial institutions is made up of over 75 visionary customers – rural banks, MFBs, MFIs, Saccos and Cooperative Societies – from 11 countries: Brunei, Ghana, Guinea, Kenya, Liberia, Malawi, Myanmar, Nigeria, the Philippines, Senegal and Zimbabwe.

Together, our customers provide access to digital financial services for over 3 million clients in remote, hard-to-reach parts of the world. We are poised to scale operations and increase sales throughout West Africa, East Africa and Southeast Asia.

If you believe your experience and knowledge fit the criteria listed above, please submit your CV at:

iva.miljic@jakalounge.com