



HEAD OF SALES



JOIN THE REGEN AGRICULTURE INNOVATORS

HEAD OFFICE: PERWEZ, BELGIUM

- Lead our Sales Team bringing Europe's first certified carbon payment programme to farmers in France, Belgium and the UK
- Use data-driven insights to efficiently scale our growth, building on two successful sales seasons
- Drive continuous improvement in customer satisfaction, collaborating widely across the business
- Grow and develop the Sales Team

SEND YOUR APPLICATION TO:
A.VOYSEY@SOILCAPITAL.COM

Call for Applications: Head of Sales

Soil Capital is looking for an experienced, hands-on, highly driven individual that shares our enthusiasm for regenerative agriculture and its climate change benefits. You will help us unlock the potential of farming enterprises to produce healthy food, living soils, clean air and abundant biodiversity while improving farm profitability at the same time. The role is full time and permanent.

Roles & Responsibilities

In this role, you will bring your proven experience of scaling a sales operation in a software-as-a-service context to bear leading our six-strong Sales Team bringing our carbon payment programme to farmers in France, Belgium and the UK. You will build on our second successful season, during which we increased our active users compared to the previous year by more than threefold to over 500. You will play a defining role in ensuring that our continued growth takes a data-driven approach to scaling and becomes the reference product in its core markets. You will have the following responsibilities:

- Overall accountability for the delivery of sales growth, including high quality lead generation and increasingly efficient lead conversion across both direct and indirect (partner and corporate) sales channels
- Continuous, data-driven improvement of sales systems, processes and materials
- Delivery of a sales strategy that achieves deal, LTV/CAC and customer retention targets
- Growth and development of a team of sales specialists operating across European markets
- Systematic capturing of customer feedback for improvement of our product
- Smooth integration with our Operations team throughout the sales cycle
- Representation of the Sales function across the business and externally, especially with partners

Skills, Qualifications & Attitude

- Proven track record scaling a sales function in a rapidly evolving market context, ideally in a software-as-a-service context
- Ability to use data-driven insights to improve marketing and sales efficiency
- Experience of selling across channels relevant to our business (direct to farmers, via partners and into agri-food companies)
- Confident enabling a team to thrive in an ambitious target-driven environment
- Excellent communication skills in French and English, other European languages a plus
- Deeply motivated by an entrepreneurial approach to scaling regenerative agriculture; working knowledge of a farmer's reality a definite plus

About Soil Capital

Soil Capital is a technology-driven agronomy business with international experience since 2013 designing and executing farm transition strategies to regenerate soil health while delivering superior profitability. Over the last three years, we have developed Europe's first certified, multinational carbon payment programme for farmers, supported by a unique decision-support and reward platform for regenerative transitions, called mySoilCapital. It enables farmers to monetise their carbon and compare their costs through the production of a certified report of a farm's agronomic, economic and GHG performance. After two sales cycles with French, Belgian and British farmers as well as food and farming businesses ranging from supermarkets to farmer cooperatives, we are now preparing for significant growth and development.

To apply

Please send your CV and cover letter explaining your suitability for the role (each of a strict two pages maximum and in English) to Andrew Voysey (a.voysey@soilcapital.com). Accepting applications on a rolling basis.