

# EMEA ENTERPRISE ACCOUNT EXECUTIVE – FOCUS LUXURY

## Join Frequentiel and Shape the Future of Retail Technology!

### About Us:

At Frequentiel, our mission is to revolutionize the sales experience by providing an effortless way to track and manage every product. We are at the forefront of the RFID-led retail revolution, offering solutions that empower retailers to track products at the individual unit level, from warehouses to delivery centers and points of sale. With our innovative approach, we aim to reduce waste and low-value tasks for retailers while enhancing sales and meeting consumers' specific needs and ESG standards.

Frequentiel's flagship solution, Octo+, has achieved a remarkable Product Market Fit, with over 30 delighted enterprise clients and a rapidly growing global demand, including some of the largest and most influential potential clients.

In light of our success and growth in EMEA & in the US, with an established client base in fashion and retail sectors and promising initial forays in other EMEA countries and in the luxury industry, we are particularly interested in a candidate that could address EMEA growth and/or the luxury sector.

### Key responsibilities:

#### 1. Market positioning:

- Understand evolving enterprise client needs for unitary product tracking and RFID in the EMEA region.
- Identify and clarify the most relevant Ideal Customer Profiles (ICP) and Personas to target, with a specific emphasis on the luxury sector.
- Define how Frequentiel's value proposition can address these demands.
- Lead company-wide Go-to-Market (GTM) planning efforts in collaboration with Marketing and Product teams to meet these needs

#### 2. Sales leadership:

- Collaborate with the Marketing Team to generate awareness and engagement among ICPs and Personas through in-field events, Account-Based Marketing, and inbound communications.
- Manage the entire sales cycle, from initial interest to deal closure, coordinating cross-functionally with customer success and technical teams.
- Develop detailed business plans to achieve predetermined goals and quotas.

- Cultivate relationships with executives across industries to close deals, with a focus on enterprise organizations.
- Consult with prospects and existing customers to understand their business objectives and requirements, fostering long-term partnerships.
- Explore various use cases where Frequentiel can drive business transformation across industries, particularly in the luxury sector.
- Prospect clients directly and indirectly, building local networks of partners, including IT, consulting, and hardware providers.
- Depending on performance, contribute to team expansion to bolster the sales pipeline.

### **Ideal Candidate Profile**

- Proven experience as an Enterprise Account Executive, VC Associate, or a similar sales role, ideally in SaaS B2B or supply chain products.
- Demonstrated ability to penetrate and develop enterprise markets across the EMEA region.
- Strong connections and knowledge within the luxury industry in Europe (France, Italy, Switzerland, etc.) are highly advantageous.
- A knack for building and nurturing long-term relationships with business leaders and executives, coupled with a proven track record of closing deals.
- Affinity for technology and product-related issues, with prior experience in supply chain or retail sales operations.
- Comfortable operating in a startup environment with a high degree of autonomy.
- Proven ability to generate significant revenue impact and establish deep relationships for your organization.
- Resourceful and creative problem-solver, capable of understanding how Frequentiel aligns with clients' broader objectives.
- Fluent in English and French; proficiency in another language (e.g., Arabic, Italian, German, Spanish) is a strong advantage.

Frequentiel has offices in Paris / Miami / Toulouse / Bordeaux / Lille...

Other European locations could be considered for this role.

**Join us in revolutionizing the future of retail technology and be part of an exciting journey at Frequentiel!**

For applying, send your Resume to: [jobs@frequentiel.com](mailto:jobs@frequentiel.com)