

NLOPTICS is recruiting its next Head of Sales to drive sales acceleration and the international rollout of its optical metrology solutions for photonics and semiconductors.

Contract	Location	Travel	Start date
Permanent	Bordeaux - Hybrid	International	As soon as possible

About NLOPTICS

NLOPTICS is a French deeptech startup that develops and markets a new generation of optical metrology solutions for the photonics and semiconductor industry. Our products enable non-destructive, non-contact analysis of advanced materials used in next-generation photonic and electronic components. Following initial phases focused on developing our technology, validating it with industrial players and developing our product offering, NLOPTICS is entering a new phase: sales acceleration and international expansion.

The role

You will drive NLOPTICS' sales growth.

Your main mission will be to help structure our priority markets, qualify industrial needs and convert our value proposition and opportunity pipeline into revenue by structuring and executing our sales strategy in complex industrial B2B markets. You will manage the entire sales cycle: prospecting, qualification, demonstrations and feasibility projects, commercial and contractual negotiations, through to closing and customer acceptance. You will work directly with the leadership team and closely with the Product function to relay customer needs, qualify use cases and help align the product roadmap with market opportunities.

Your main responsibilities

01 Business development & pipeline

- Define and execute the outbound and inbound prospecting strategy for target markets.
- Identify and qualify new opportunities based on market intelligence and Product priorities.
- Develop and manage a structured international sales pipeline.
- Manage the CRM on a daily basis and ensure the quality of sales data.
- Contribute to assessing market potential (SAM) and forecasting revenue for priority applications.

03 Partnerships & international development

- Identify, select and develop a network of distributors, integrators and commercial partners.
- Structure and actively manage business networks in international markets.
- Develop commercial alliances with key players in the ecosystem.
- Represent the company at trade shows and customer meetings.

02 Complex sales & closing

- Manage end-to-end sales cycles for industrial capital equipment (CAPEX), from opening accounts to closing.
- Navigate interactions with technical teams, procurement, plant management, management and decision-makers.
- Lead commercial, pricing and contractual negotiations.
- Coordinate the internal resources required for demonstration and validation phases.
- Turn POCs and technical interactions into opportunities and then orders.

04 Structuring the Sales function

- Implement the sales tools, methods and processes needed to scale.
- Define and monitor sales KPIs.
- Structure Sales Operations practices.
- Gradually contribute to recruiting and building the sales and marketing team.

The profile we are looking for

Above all, we are looking for someone who can develop a market and sell complex technological solutions, with a strong ability to understand industrial needs and drive sales cycles through to closing. You have at least 5 years of experience in complex B2B sales and are skilled at navigating decision-making processes involving multiple levels of stakeholders.

Experience in selling industrial equipment, metrology instruments or deeptech solutions for the semiconductor, photonics or electronic components sectors is a significant advantage. A proven track record of opening international accounts and/or developing distribution networks is particularly sought after.

Required skills

- Excellent command of complex B2B sales methodologies.
- Experience with CAPEX purchasing cycles and industrial decision-making processes.
- Strong negotiation skills and a true closer's mindset.
- Proficiency in CRM tools, forecasting and sales reporting.
- Ability to structure a pipeline and manage sales activities methodically.
- Excellent interpersonal skills with technical stakeholders and decision-makers.
- Ability to work with scientific, technical and product teams.
- Fluent, professional English is essential.

EDUCATION

Master's degree in business engineering, business or engineering, or equivalent experience.

A dual engineering/business qualification is a plus.

Autonomy and responsibilities

The role offers significant autonomy in pipeline management, organising sales efforts and sales administration.

You will contribute directly to decisions on account-opening strategies, sales priorities, the allocation of sales resources and the management of final negotiations, in line with margin targets and the strategy defined with the leadership team.

Why join NLOPTICS ?

- Take responsibility for business development at a deeptech startup entering a phase of accelerated growth.
- Build a Sales function and have a direct impact on the company's trajectory.
- Sell a differentiated technology to international players in photonics and semiconductors.
- Work directly with the founders and contribute to strategic decisions.
- Gradually build an international sales team.

PRACTICAL INFORMATION

CONTRACT

Permanent

LOCATION

Bordeaux / hybrid

TRAVEL

France & international

START DATE

As soon as possible

COMPENSATION

Depending on background and experience

APPLICATION

Please send us your CV along with a few lines outlining your experience in complex sales and the markets you have worked in.

Email: nchiavassa@nloptics.fr