

## Sr Director, Business Development and Feature Positioning – ISP and telecom network carriers

### Background

TerraNet is a world leader of cloudless and offline based proximity aware solutions. Reselling of dataplans is a transformative application based on proximal connectivity and the mesh topology. Typical use cases are coffee shops, university campuses, buses, trains, airports and aircrafts.

Sony Mobile and TerraNet have co-invested substantially to design and develop a unique service for reselling of dataplans under the proximal connectivity paradigm. The project and service is labelled GRIDD. GRIDD will significantly increase the user experience for subscribers acutely in need of gigabytes. Those subscribers who never fully maximize its excessive data capacity, are, through GRIDD, incentivized under an encrypted peer to peer, or a controlled auction style, procedure to sell its excessive capacity to a buyer (subscriber) nearby.

TerraNet and Sony Mobile are promoting GRIDD towards network operators under a joint venture following an earlier acquisition in 2016 by TerraNet of this niche product segment from Sony Mobile.

GRIDD opens a new secondary market with a substantial ROI potential. GRIDD brings improved subscriber loyalty and innovation differentiation .

### About the role

You will lead the sales, business development and product marketing efforts to promote the GRIDD feature on a global scale. Participation in trade shows, working with customer care and campaign managers, advertisers, and production managers, to market products and services staff with the telecom operators is a key task at hand.

The ideal candidate will be able to drive the GRIDD promotion campaign, business modelling and simulating through pricing analysis, value quantification articulation, monetization and calculation how projects can achieve return on investment. You will work with our senior team as well as product innovation and embedded software team in Lund and San Francisco on target identification, go-to-market strategy, planning and tactical execution to achieve expected business goals and growth.

This is a position that involves a flexible style, a strong imaginative and entrepreneurial mind, analytical thinking, creative instinct and notoriety in the industry. Granted the size of our unit and the swift changes in the business, you are expected to cope with being 'parachuted' into new theatres on ad-hoc missions with short notice and operate independently at the field by doing 'special reconaissance' and collect business intelligence to build a conceptual framework of the use cases. Experience in the ISP and telecom operator is key.

### Your responsibilities

- Target identify, initiate leads and negotiate deals amongst prospective GRIDD partners in the telecom ecosystem
- Manage internal capture teams to qualify initiative with partners and end-users from inception to implementation
- Revenue pipeline generation

### Your profile

- You are able to drive feature adoption and usage by developing clear value propositions and compelling messaging and actively managing all product marketing activities required to promote, explain, and train customers and prospects about the features you own.
- You understand competitive product offerings and customer needs.
- Define the positioning, functional requirements, pricing and messaging for new features and products by understanding customer needs, product roadmap, market trends and competitive forces
- Produce high-quality external content to support the go-to-market and enablement efforts, including presentations, webinars, solution guides, and demo videos.
- Translate key functionality and benefits into core selling points and messages to improve Sales win rates.
- Partner with content marketing and demand generation teams to align content across the customer journey
- Track customer adoption and usage of achievers features and solicit feedback and customer

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- At least 10 years + experience and well-connected and versed in the telecom mobile network operator space
- Highly developed interpersonal and communication skills.
- Experience in software/technology sales and marketing
- Track record of/or proven understanding on contribution to revenue growth and expanding the foot print in the assigned markets
- Track record of, or evidenced understanding on how to successfully creating alignment between sales and engineering teams.
- Be systematic, but at the same time agile and opportunistic.
- A clear knack for doing cold-calls and elevator pitches is one of your strongest assets.
- Aptitude to make the relevant priorities under stress and hectic circumstances
- You must sincerely appreciate the 'rock'n roll' style and rapidly changing environment of a small company. Also, the cyclical nature and uncertainty of the business does not negatively influence your progress and performance

**Assignment** Sr. Director, Business Development and Feature Positioning, ISP Telecom Operators

**Mandate:** Specific accountability and budget to hire. Report to VP of GRIDD Business Unit.

This role is based in Lund, Sweden. The role also requires frequent travelling of about 35% of the time.

Does this sound like an interesting opportunity and challenge? Please send us your CV and cover letter in English as soon as possible.

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At TerraNet, we're committed to user experience, making it easier for connecting people in offline networks to have the same experience as if they were offline. We want the users to make transformative discoveries and synchronisations of their mobile content, video and music streaming, data and voice. We want to enhance everyone's natural ability to be empowered to share without infrastructure dependencies their content. That is how value is created at the user level.

What makes you TerraNet?

Would you like to work for a great company where you can make a difference? If you love simplicity and share a passion to challenge the conventional, here is your chance to make a career of it. TerraNet offers a fast paced, high-energy, innovative, global and team-oriented culture, with a flexible and exciting work environment, as well as plenty of opportunities for you to grow as a professional and as an individual.

If your passion for front-end technology has driven you to seek knowledge and experience in mobile technologies then this could be the right opportunity for you!

Our new and growing team is aiming to conquer the multimedia market with our next generation software connectivity concepts, products and solutions.

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*Terranet is not accepting unsolicited assistance from search firms for this employment opportunity. No fee will be paid in the event the candidate is hired by Terranet as a result of the referral or through other means.*