



Role: Business Development Representative

Location: Mississauga, Ontario, Canada

Contact: Julie@Nucleous.com

Who We Are

Are you ready to revolutionize the world of retail with Nucleous? Since our inception in 2013, we've been at the forefront of innovation, providing innovative space-planning-automation and performance analytics software. With over 75 leading consumer packaged goods (CPG) companies on board—including giants like Kraft Heinz, Danone, and Anheuser-Busch—we're not just changing the game; We're defining it.

Imagine a world where agility and efficiency are not just buzzwords but the cornerstones of success. That is what Nucleous brings to the table. Our software products empower CPGs to boost margins, slash inefficiencies, and drive sales across 700 categories and 3,700 brands, representing a staggering \$40.9 billion in annualized sales.

Join us at Nucleous and be part of the revolution. Together, we'll redefine retail and shape the future of an industry. With our innovative software solutions and unbeatable team spirit, the possibilities are endless.

The Role

At Nucleous, the role of the Business Development Representative (BDR) is to create new business opportunities and expand our reach with potential and current customers. We're all about growth and looking for someone eager to roll up their sleeves and make their mark on a fast-growing team as part of Nucleous' continued growth.

In this role, you'll not only contribute to the growth of our business but also have ample opportunities for personal and professional development. For those who show exceptional performance and dedication, the sky's the limit—opportunities for career growth and advancement await. If you're passionate about driving success in a fast-paced environment and thrive on making meaningful connections, we want you on our team.

What You'll Do

- Pipeline Building and Engagement
 - Take charge of sourcing and building your pipeline through targeted outreach to Category Management, Sales/Marketing, and Supply Chain leaders within the CPG industry, highlighting how you and our company add significant value through every interaction
 - Engage in dynamic conversations with executives, adeptly navigating both technical and business-oriented discussions

- Collaboration and Strategy
 - Work closely with the Account Executive team to craft impactful account strategies, refine messaging, and define qualification criteria driving forward the progression of deals.
 - Collaborate with Marketing to identify and pursue new business opportunities, contributing to the expansion of our sales footprint

- Productivity and Effectiveness
 - Utilize technology tools effectively, ensuring timely and accurate data entry to track, analyze, and report on opportunities
 - Maintain and nurture relationships with prospective customers

- Continuous Improvement and Goal Achievement
 - Proactively look for ways to exceed individual quotas and team objectives by leveraging a deep understanding of our technology platform and market trends to drive impactful customer meetings and sales opportunities

What we're looking for:

- College degree
- Work from our Mississauga office 4 days a week
- A competitive and confident leader who takes ownership of their goals with grit and determination
- Goal-oriented individual who excels both independently, and in a team setting
- Coachable and trainable
- Intrinsically motivated, and has the aptitude to comprehend technical information to communicate value propositions effectively
- Excellent verbal and written communication skills
- Ability to multitask, prioritize, and manage time effectively
- A strong sense of urgency and a competitive edge

Bonus:

- Prior sales or business development experience
- Background in technology, consumer packaged goods (CPG) or retail

Applicants must be authorized to work for any employer in Canada and has a valid passport. We are currently unable to sponsor or take over sponsorship of an employment Visa.