

Sensolus – Business Development Representative US Market – Ghent (BE)

Are you a **natural communicator, organised, and hungry to learn**? Do you want to dive headfirst into the world of **B2B sales** and contribute to an **international success** story in IoT? Do you love working in a team and genuinely want to move the needle together?

Then this role is for you. ?

We're looking for a motivated, driven individual to become the first point of contact for potential industrial customers in the USA, and to grow fast while doing it! This is your chance to join our adventure and help us crack one of the world's biggest markets, all from our vibrant Ghent HQ. ??

About Sensolus

Sensolus is a fast-growing Belgian IoT scale-up with a clear mission: **asset visibility, made simple**. ?? Our platform helps industrial companies track and optimise their non-powered assets (think: containers, pallets, equipment) at scale. With customers across Europe and an ambitious push into the USA, we're now building the outbound engine that will fuel our next phase of growth.

Your Mission

? **Identify and approach potential industrial customers** in the USA (and beyond), building a solid outbound pipeline from the ground up.

? **Reach out directly to decision-makers** in logistics, manufacturing, and supply chain, by phone, email, LinkedIn, and other channels.

?? **Run structured cadences:** research accounts, personalise outreach, follow up (relentlessly), and book qualified discovery meetings.

? **Qualify leads** and hand off Sales Qualified Opportunities to our Sales Executives, teamwork at its finest!

?? **Test new tools,** messaging, and automation to keep the pipeline engine sharp and efficient.

? **Collaborate** closely with our Sales and Marketing teams in Ghent and in the USA to align on messaging, ICP, and priority accounts.

Your Profile

- Degree in business, marketing, or a related field or relevant hands-on experience that proves you can do the job.
- **Fluent in English.** This is non-negotiable given the US market focus. Other (European or South-/Central-American) languages are a massive bonus!
- **Comfortable with B2B outbound channels:** cold calling, email sequences, prospecting, ...
- Curious about modern sales tools, CRMs, and automation: **you don't need to know everything, but you need to want to.**
- **Strong communicator** who can explain a complex IoT solution in plain language.
- **Analytical** mindset, **team player**, and someone who takes **ownership** without being asked.

- **Ambitious and results-oriented:** you're motivated by hitting targets and making a real impact.
- Willing to travel occasionally for trade shows or customer visits.

What We Offer

? A competitive salary package based on your experience, with full benefits (meal vouchers, health insurance, cafeteria plan).

?? Up to 32 days of leave per year, flexible working hours, and 2 days remote per week.

?? A modern, energetic office in Ghent and an international team that genuinely has your back.

? Lots of responsibility from day one: you'll have real impact on our US market entry.

?? Clear growth path in a fast-scaling IoT company with big international ambitions.

? And yes, the fun stuff too: team challenges, BBQs, lunchtime sports, and more.

Interested?

Apply now to come have a coffee with us and talk about your future in IoT!

[sensolus.com/careers](https://www.sensolus.com/careers)

<https://www.sensolus.com/>