

Roles and Responsibilities: Sales Manager

About Us

Neural Alpha is an award winning sustainable fintech technology provider applying innovation to complex sustainability requirements for financial institutions, corporates and NGOs. With a history of developing bespoke software and datasets leveraging the latest data science, big data, machine learning, data visualisation and financial analysis techniques the company is now expanding its flagship SaaS product in new markets.

We are a recognised thought leader in applying frontier AI techniques including Large Language Models within our flagship SaaS platform – used by large financial institutions and corporates to rapidly deliver detailed, context rich, decision ready analysis and data at scale.

We are a company that believes in equipping our people with cutting-edge tools to maximise their impact. Every team member receives a new Framework laptop and access to a suite of AI productivity tools, enabling each person to operate significantly beyond the limitations of traditional resourcing. We are building a team of high-performers who embrace technology and innovation in everything they do.

Position Overview

The **Sales Manager** will be Neural Alpha's first dedicated platform sales hire and will play a foundational role in building and leading our sales function from the ground up. This is a greenfield opportunity for an ambitious, entrepreneurial sales professional who thrives in fast-paced environments and wants to make a measurable impact at a high-growth fintech company.

The right candidate will be energised by the challenge of creating a high-performing sales team that isn't afraid to do things differently. You will inherit some existing processes and automated lead generation infrastructure, but the mandate is to shape and scale a sales operation that reflects the innovative, AI-first culture of the company. You will be supported by our Customer Success Manager and Product Specialists who will assist with product demonstrations and technical deep-dives.

Key Responsibilities:

1. Sales Strategy & Pipeline Development

- Develop and execute a comprehensive sales strategy for Neural Alpha's SaaS platform, targeting financial institutions, asset managers, corporates and NGOs.
- Own the full sales cycle from prospecting and lead qualification through to negotiation, close and handover to Customer Success.
- Build and manage a robust sales pipeline using CRM tools, ensuring accurate forecasting and reporting to senior leadership.
- Leverage and optimise existing automated lead generation tools and processes, identifying opportunities to improve conversion rates.

- Set and achieve quarterly and annual revenue targets, tracking key SaaS metrics including ARR, pipeline velocity, conversion rates and customer acquisition cost.

2. Sales Function Development

- Establish and lead the creation of a scalable sales function, defining processes, playbooks, methodologies and best practices.
- As the function grows, recruit, mentor and manage additional sales team members, fostering a culture of high performance, accountability and innovation.
- Collaborate with Marketing to align messaging, campaigns and content with sales objectives and target customer segments.
- Work closely with Product and Engineering teams to provide market feedback and ensure the sales narrative reflects platform capabilities and roadmap.

3. Product Demonstrations & Client Engagement

- Lead client-facing engagements including discovery calls, platform demonstrations, proof of concept discussions and commercial negotiations.
- Partner with internal Customer Success and Product Specialist teams to deliver compelling, tailored product demonstrations.
- Develop and maintain deep product knowledge of the Neural Alpha platform, articulating its value proposition to diverse stakeholder audiences including C-suite, sustainability teams and technology buyers.
- Prepare and deliver persuasive proposals, commercial terms and responses to RFPs/RFIs.

4. Business Development, Networking & Events

- Represent Neural Alpha at industry conferences, webinars, roundtables, working groups and networking events, building the company's profile and generating new business opportunities.
- Actively develop and maintain a strong professional network within sustainable finance, ESG, fintech and financial data communities.
- Contribute to thought leadership content including blog posts, case studies and social media to support brand awareness and inbound lead generation.
- Identify and develop strategic partnerships and channel opportunities to extend market reach.

Required Experience & Qualifications:

- Minimum 3 years' professional experience in a B2B SaaS sales environment with a proven, demonstrable track record of meeting or exceeding revenue targets.
- Proven experience managing the full sales cycle for software or data products, ideally within financial services, fintech or data vendor organisations.
- Strong understanding of SaaS commercial models including subscription pricing, annual recurring revenue (ARR) and land-and-expand strategies.
- Excellent communication, presentation and negotiation skills with the ability to engage confidently at all levels including senior decision makers.
- Highly self-motivated and proactive with an entrepreneurial mindset and the ability to work autonomously in a fast-moving, innovation-led environment.
- Proficiency with CRM platforms (e.g. HubSpot, Salesforce) and modern sales enablement tools.
- Comfortable embracing and leveraging AI tools and technology to enhance personal productivity and sales effectiveness.

Desirable Experience:

- Experience selling into financial institutions, asset managers or large corporates.
- Background working at a financial data vendor (e.g. Bloomberg, MSCI, Refinitiv, S&P Global, ISS) or similar fintech/regtech provider.
- Knowledge of ESG, sustainable finance, or regulatory frameworks such as ISSB, CSRD, EU Taxonomy, SFDR and TNFD.
- Experience building or scaling a sales function within an early-stage or high-growth company.
- An interest in or understanding of AI, machine learning and how frontier technology is transforming financial services.

What We Offer:

- The opportunity to build and lead a sales function from scratch at an award-winning, high-growth fintech company.
- Generous sales commission structure on new business and renewals
- A new Framework laptop and access to a suite of AI productivity tools to supercharge your effectiveness.
- Work at the cutting edge of AI and sustainable finance with a team that values innovation and bold thinking.
- Annual discretionary bonus scheme.
- Flexible working practices with a focus on remote working.
- 25 days starting holiday.
- Eligibility to company share options scheme after passing 6 month probationary period.

Location

Our preference is for this to be a London based role out of our Kennington office with the expectation of 2 days a week spent in the office or at events, client sites or other locations with the remainder working from home.

Hiring Process

1. Initial Interview
2. 2nd Interview & Sales exercise
3. Final interview & exercise feedback