

Founding Business Development & Category Creator - hyJOIN Technology

Full-time | Location: Dresden | Munich | Hybrid/Onsite | International Travel Required

hyJOIN is more than a technology — it's a movement to redefine industrial joining. With thermal direct joining, we replace adhesives and screws, unlocking new possibilities for lightweight design, plastics engineering, and sheet metal processing.

As a Founding Business Development & Category Creator, you will be both the face and the voice of this transformation. You will prepare the field so that hyJOIN becomes known, trusted, and implemented worldwide. You will connect us with universities, industry associations, and global key accounts; bring insights from diverse industries; and make sure hyJOIN is recognized as the gamechanger it is.

Your Mission

You are the bridge between innovation, industry, and vision. You open doors before others even see them. You will place hyJOIN in minds and organizations — from research institutes and design schools to global OEMs and industrial leaders. You will drive international go-to-market, modern lead generation, thought leadership, and help shape the company from the ground up as a founding team member.

What You Will Own

- Build and execute our business development and key account strategy across industries and geographies.
- Establish visibility in industry associations, networks, and leading universities.
- Develop and run lead generation and funnel strategies, leveraging modern digital tools and social media.
- Shape international market entries and partnerships with OEMs, Tier-1s, and industrial champions.
- Act as sparring partner for customers from early exploration to industrial implementation.
- Identify and scale new application fields, contributing to the growth of our IP portfolio.
- Position HyJOIN in the market through conferences, trade fairs, and publications.
- Contribute to joint R&D and funding projects with academia and industry partners.
- Influence strategic company development directly as an early founding team member.

What We're Looking For

- Proven experience in business development, key account management, or technical sales in B2B / industrial technology.
- A strong network in mechanical engineering, lightweight construction, plastics engineering, or materials science — or the ability to build one fast.
- Passion for new technologies, market creation, and international scaling.
- Excellent communication skills and the ability to act as evangelist and ambassador for hyJOIN.
- Strategic thinker with a hands-on attitude and customer-first mindset.
- Fluent in English (German a strong plus).
- Willingness to travel internationally on a regular basis.

What We Offer

- A founding-level role with significant responsibility and VSOP participation.
- The chance to establish a new category of industrial joining worldwide.
- Direct influence on strategy, market development, and brand positioning.
- Visibility as a pioneer and industry voice for a breakthrough technology.
- A collaborative, ambitious, and forward-looking founding team culture.