

Account Executive – Enterprise Sales, EMEA

London (Hybrid) | Full-Time | EMEA Territory

The Opportunity

Lightico is trusted by the world's leading Tier 1 banks, insurers and telecoms operators to transform complex, regulated customer journeys into seamless digital experiences. Our platform combines all of the core capabilities needed to process compliant customer interactions, based on a philosophy of AI and low code – we can launch customer processes fast and efficient, built to enterprise security standards.

We are growing our EMEA commercial team and looking for a senior enterprise sales professional who can navigate the complexity of selling into large regulated businesses – but who also thrives operating with the autonomy, resourcefulness and hands-on energy that a focused, founder-led company demands.

This is not a role for someone who hands a brief to a team and waits for assets to arrive. You will be a full-cycle commercial operator: originating pipeline, shaping proposals, building materials, and closing multi-year deals with CxO and transformation stakeholders across Financial Services, Telecoms and Insurance.

Role at a Glance

Scope	New logo acquisition + strategic account growth across EMEA
Verticals	Tier 1 Banks · Insurance Carriers · Major Telcos
Buyers	CxO, Transformation, Digital, Contact Centre, Operations
Deal size	Mid-six to seven-figure ACV; multi-year enterprise contracts
Reporting	Head of Sales, EMEA / Chief Revenue Officer
Location	London HQ + field / client travel across EMEA

Why This Role Is Different

At a larger software company you would rely solely on the supporting team. At Lightico, you are less reliant on those functions – and that is your competitive advantage.

Successful candidates will be comfortable going significantly deeper into a sale than they may have done at a larger employer. In practice this means:

- Owning proposal and business case creation – from first draft through to executive-ready output.
- Producing tailored sales collateral (slide decks, ROI models, capability matrices, process flow diagrams) directly for each opportunity.
- Reviewing and quality-controlling all customer-facing content before it leaves the business – ensuring accuracy, tone and commercial positioning.
- Partnering with Solution Architects and Customer Success on technical scoping to shape commercially viable deals.
- Adapting discovery outputs into structured requirements documents and proof-of-concept briefs that move deals forward.

We are explicit about this because we want candidates who see this depth of involvement as an opportunity to build commercially rare expertise – not as a temporary inconvenience until head count grows.

Responsibilities

Pipeline & New Business

- Own and grow a qualified pipeline across assigned EMEA territories, leveraging existing network and systematic outbound motion.
- Target Tier 1 financial institutions, major telcos (MNOs and MVNOs) and large insurance carriers as primary verticals.
- Develop entry strategies into new logos, identifying and engaging digital transformation, contact centre and operations stakeholders at CxO and Director level.
- Lead the full sales cycle from discovery through commercial negotiation and contract execution.

Account Management & Growth

- Maintain detailed, living account plans for strategic named accounts with documented stakeholder maps, revenue trajectory and expansion roadmaps.
- Drive Net Dollar Retention (NDR) by identifying and closing upsell and cross-sell opportunities across business lines and geographies within each account.
- Negotiate multi-year renewal and expansion agreements with procurement, legal and commercial teams.

Commercial Content & Deal Execution

- Build and own all commercial collateral for each opportunity – proposals, business cases, ROI frameworks, executive briefings and capability assessments.
- Quality-control all customer-facing documentation for accuracy, tone and strategic framing before submission.

- Translate technical capabilities into business-outcome narratives tailored to each buyer's regulatory context, operational pressures and transformation agenda.
- Maintain CRM (Salesforce) with rigorous opportunity hygiene – stages, MEDDIC notes, close plans and forecasting.

Cross-Functional Collaboration

- Brief and partner with Solution Architecture, Customer Success and Product teams to scope, price and position solutions accurately.
- Relay market intelligence – competitive dynamics, buyer priorities, regulatory shifts – back into product and marketing.
- Represent Lightico at industry events, conferences and executive forums relevant to FS, Telco and Insurance transformation.

Essential Experience & Skills

You will need to demonstrate most of the following:

- Significant experience of enterprise B2B SaaS or technology sales, with a track record of closing six and seven-figure deals.
- Proven experience selling into Tier 1 banks, large insurance businesses or major telecoms operators – with an existing senior network in one or more of these verticals.
- Deep familiarity with contact centre operations, digital transformation programmes and regulated customer journey technology (eSignature, ID&V, workflow automation or adjacent).
- Demonstrated ability to produce and own sales materials independently – proposals, business cases, presentation decks – without reliance on a centralised content or bid team.
- Full-cycle closing experience: able to hold commercial, legal and procurement conversations simultaneously and drive to signature.
- Consultative, outcome-led sales style – you sell business impact, not feature lists.
- Strong written communication and document quality standards – you would be embarrassed to send something rough to a CFO.
- Solid CRM discipline (Salesforce preferred); structured approach to pipeline management and forecasting.
- Degree-level education or equivalent demonstrated commercial experience.

The Digital Transformation Landscape You Will Navigate

The environment our buyers operate in is changing rapidly. We expect our AE to be conversant in these forces and to position Lightico credibly within them.

- AI-augmented customer operations – contact centres deploying agent co-pilots, automated summarisation and intelligent triage.
- Regulatory pressure – Consumer Duty (FCA), DORA, eIDAS 2.0 and sector-specific compliance requirements shaping how regulated businesses digitise customer interactions.
- Legacy modernisation – large institutions replacing paper-based and manual processes within servicing, onboarding and collections workflows.
- One Touch Switch and digital consent frameworks in telecoms – creating new urgency around compliant, auditable customer authorisation flows.

- IDP and AI-driven document intelligence – replacing OCR-only solutions in mortgage, auto finance and insurance claims contexts.

The Kind of Person Who Thrives Here

- Self-sufficient – you do not wait to be supported; you build the support you need.
- Intellectually curious – you understand the buyer's world well enough to have a credible point of view on their challenges.
- High standards – you care deeply about the quality of everything that goes to a client.
- Ambitious but grounded – you see Lightico as a genuine career-defining opportunity, not a stepping stone.
- Resilient and energetic – enterprise sales in regulated industries is long-cycle; you play a long game without losing intensity.
- Collaborative – you share knowledge, improve internal processes and make the team around you better.
- Comfortable with ambiguity – you thrive in an environment where you shape the playbook, not just execute it.

What We Offer

- Competitive base salary + uncapped commission with accelerators above quota.
- Equity participation in a scaling, category-defining business.
- Direct access to senior leadership and a genuine seat at the commercial strategy table.
- The opportunity to build and codify sales processes, assets and playbooks that will define the function as we scale.
- A genuinely differentiated product with marquee reference customers (BT, EE, VMO2, Tier 1 banks) and measurable outcomes.

Equal Opportunities

We are an equal opportunities employer and are committed to building a diverse and inclusive workforce. We welcome applications from candidates of all backgrounds, and we do not discriminate on the basis of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.

If you require reasonable adjustments at any stage of the recruitment process, please let us know and we will be happy to support you.

To apply please send your cv to Alice Roythorne alice.roythorne@lightico.com