

Optimize supply chains  
with 360° actionable  
regulatory visibility!



# Besso

Untangle Trade

Competitions & awards won:

**IMD**

Start-up competition  
winner 2024 + 2025

**>>venture>>  
WINNER**

Top10 ICT startup 2024  
Best ICT startup 2025

**F&D  
NEXT** CATALYZING  
SUSTAINABLE  
FOOD & AGRICULTURE  
INNOVATION

Top10 agrifood-  
tech startup 2024

**Procurement.**  
MAGAZINE


Top10 ProcureTech  
startup 2025

With support from:

**be▶advanced**

“Evolve” high-performing  
startups cohort

**Core Coaching**

 Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
Swiss Confederation  
Innosuisse – Swiss Innovation Agency

With investments from:

**SICTIC**  
SWISS ICT INVESTOR CLUB

**aare**  
VENTURES

# In A Nutshell

## Why Besso, why now?

Global trade rules are changing faster than supply chains can react. Besso turns complex regulations into clear, factual guidance for products, routes, and cost.

## Company Overview

Besso blends deep legal research with machine learning to show what rules apply, how they impact costs, and how to act. Leading multinationals already rely on us; momentum is strong across sales and fundraising.

>>venture>>  
**WINNER**

Best Swiss ICT startup 2025

## The Role

As a founding sales executive, you shape and scale our sales playbook, working closely with our founders and experts.

## Deal Profile

Multi-stage, B2B enterprise SaaS sales process over several months, mostly in CPG and industrials, with sponsors in supply chain at VP- or C-level, managing multiple stakeholders from procurement to compliance.



**Besso**  
Untangle Trade

[www.besso.com](http://www.besso.com)

# The Role – **Founding Sales Executive (full-time)**

## What you'll do

- Own the revenue funnel end-to-end: target, engage, qualify, accompany evaluations/pilots, and close
- Build a focused ICP list, engage with VP/C-level in supply chain, procurement, compliance, etc.
- Create repeatable outbound pipeline
- Orchestrate founders, product, and regulatory experts to win complex evaluations
- Test, iterate, and learn
- Tune our sales tech stack and CRM for signal, not noise

## What we offer

- **Hands-On Role:** first sales hire, shape the motion, own the sales process and outcomes
- **Grow:** path to professional development as the company grows
- **Comp:** competitive base, attractive variable incentives including equity.
- **Support:** guidance from veteran SaaS founders in our advisory network.

**Start Date:** flexible (Q4 expected)

**Location:** remote (CET work hours), travelling expected

## Our buzz, you ask?

- Purpose and Vision
  - Democratize access to trade
  - Untangle global value chains for the benefit of inclusiveness and sustainability
- Values
  - Purpose-driven
  - Courageous
  - Customer-centric
  - Transparent

# Our Expectations

## Skills and Background

(need to have)

- 4+ years of success selling B2B enterprise SaaS (ACVs over \$75k)
- Consistent track record of 100%+ attainment through a mix of outbound hunting and inbound closing
- Fluent in modern sales methodologies and CRM hygiene
- Comfortable multithreading with senior stakeholders at VP- and C-level
- Excellent English (written and spoken)

## Skills and Background

(a big plus)

- Experience selling into supply-chain, logistics, and procurement functions
- Established network of senior stakeholders in supply chain organizations of large consumer product companies
- Experience in B2B enterprise SaaS start-ups, incl. building sales playbooks
- Interest in global trade, international markets, and regulatory environments

## Profile / Soft Skills

- Builder mindset: you automate, A/B-test, and obsess over pipeline metrics
- Executive presence and storytelling skills that instill trust and urgency
- Resilient self-starter who thrives amid ambiguity and long enterprise cycles
- Low-ego collaboration who enjoys pairing with product, legal, and data science teammates
- Passion for inclusive, sustainable trade and enthusiasm for our mission to untangle global value chains

# Join the trade revolution!

Reach out to find out more  
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[www.besso.com](http://www.besso.com)

