

# Customer Driven Co-Founder

MatchBased is a Swiss HR-Tech startup redefining how companies hire — tailored, data-driven and most importantly: based on validated data. We are not just another hyped AI-matching tool, but we combine strong data analytics, behavioural science, HR expertise and a modular software technology stack to help organizations make fast, fair and accurate decisions.

## Our Value Propositions for our Customers

- They save hours of screening – with validated skill database and user-friendly dashboards
- They gain interview-level insights before the very first call – and use the same insights to conduct better interviews
- They can discover hidden talent through evidence-based matching that avoids judgment and other biases
- They can choose & use only the features they need – thanks to our modular setup and flexible pricing.

We've built our MVP, refined it through in-depth beta testing, and already have several promising prospects and pilot discussions with Swiss headquartered companies. Our assessments are either science-based, co-created with top organizational psychologists, or AI-driven, developed by our exceptional tech team based in Tirana.

To prepare and catalyse our market entry in several geographical and target customer segments as well as to accelerate our commercial growth and brand positioning, we're looking for a customer-driven Co-Founder who combines strategic thinking, hands-on sales & marketing execution skills, and a passion for scaling digital products.

## Key Responsibilities

- Develop and execute the **sales and marketing strategy** for MatchBased across target regions and customer segments (SMEs, corporates, HR partners).
- Build a scalable **B2B customer acquisition plan**, including sales funnel design, lead qualification, and conversion tracking.
- Identify, engage, and negotiate **strategic partnerships** with HR service providers, fiduciary networks, and tech platforms.
- Co-create and refine our **business models and pricing structures** to facilitate customer acquisition and lifetime value.
- Take ownership of the full sales cycle, from outreach to closing and retention.
- Get customer **feedback** to refine product-market fit and translate their needs into product improvements.
- Create or/and further develop sales material (brochures, presentations, etc.).
- Define and implement the **brand and communication strategy**, ensuring a consistent message across all channels.
- Create and oversee execution of the **content strategy** (case studies, thought leadership, talent insights, blog, and newsletters).

- Develop and steer **multi-channel marketing campaigns** (LinkedIn, Google Ads, PR, events, and partnerships) focused on lead generation and awareness.
- Identify high-potential industries, regions, and buyer personas through continuous **market analysis and competitive benchmarking**.
- Define and monitor key growth KPIs (CAC, LTV, MRR, churn, lead velocity, conversion rate) to guide strategy and optimize marketing efficiency.

### What You Bring

- Several years of experience in sales, marketing, or business development — ideally in SaaS, HR tech, or/and B2B digital products.
- Proven ability to develop and execute go-to-market strategies in fast-growing markets or/and environments preferably on an international level.
- Solid understanding of marketing funnels, digital acquisition channels, and brand positioning.
- Demonstrated success in building and closing B2B partnerships and customer pipelines.
- Strong analytical and strategic skills, comfortable using data to drive decisions.
- Excellent communication and storytelling skills in English and/or Swiss German; additional languages (French or Portuguese) are a plus.
- You balance focus, quality and drive with a good sense of humour and empathy.

### What we offer

- A co-founder role with full ownership & responsibility of MatchBased's sales and marketing strategy.
- We offer a founder's salary after seed closing and the opportunity (and expectation) to acquire a fair share of equity

If you're ready to take an HR-Tech startup from first traction to full-scale and growth, show your skills directly via MatchBased:

<https://app.matchbased.co/talent/job-application/0b597b1d-3481-4c91-8762-8e351d784426>