

June 2024

<b>Region</b>	<b>Colombia</b>
<b>Job Title</b>	<b>Sales Director</b>
<b>Reporting To</b>	<b>EVP Latin America</b>
<b>Location</b>	<b>Colombia</b>

#### **Job Purpose**

- Bring Castles Technology value propositions to and expand business with leading players in the financial services field including banks, acquirers, processors, and fintech's.
- Manage customer engagements, business development, drive account management and ensure customer satisfaction
- Setting of sales/business plans, objectives and the development of future strategies.
- Lead Castles operations in Colombia from an E2E perspective.
- Provide high quality sales and operational support to agreed sectors
- Track key launches and market movements, customer needs, from relevant players to support Castles Technology's product roadmap and broader strategy

#### **Main Objectives & Activities**

- You will focus on customer, partners relationship and market development to expand Castles presence within the market.
- Lead the operation within the market, setting up complete E2E structure to support customer needs.
- Sustains rapport with key accounts by making periodic visits; exploring specific needs; anticipating new opportunities.
- Develop and execute strategic plans to grow and expand our presence in the market and achieve sales targets.
- Own country level P&L, owning and exceeding annual sales targets within assigned territory and accounts
- Brand positioning, effectively communicate the value proposition through proposals and presentations, partner with customers to understand their business needs and objectives.

#### **Required Knowledge & Experience**

- You have at least 15 years of senior experience in the payment industry (Banks, Retailers or manufacturers) and payment services in commercial / relationship/ business development functions with extensive customer-facing experience)
- You have experience in Financial or Payment industry in senior roles in a technology driven environment
- You are reliable and detail-oriented
- You are organized, pro-active, problem solver, high energy and excellent communication skills
- Proven track-record in growing business and solution selling
- Ability to communicate, present and influence all levels of the organization, including

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executive and C-level.

- Demonstrable experience as head of an organization, developing client-focused, differentiated and achievable solutions
- You are a self-starter, proactively taking ownership and completing them in a fast-paced collaborative environment.
- Experience in a multicultural business environment and/or international/global sales role
- Able to travel periodically, nationally and internationally
- Required: Bachelor's degree (or equivalent experience) in Business, Economics or Engineering
- Preferred: Master of Business Administration or MSc in Business/ Economics