

# Sales Executive

## C2 Video Wall Platform

Enterprise | Full-time | Hybrid

<b>Reports To</b>	VP of Sales / Commercial Director
<b>Product Line</b>	C2 Video Wall Platform
<b>Territory</b>	UK & EMEA (primary)
<b>Compensation</b>	Competitive base + uncapped commission
<b>Travel</b>	Up to 40% (client sites, trade shows, demos)

### Role Overview

We are seeking a driven, technically fluent Sales Executive to lead revenue growth for our flagship C2 Video Wall Platform, Visual Fusion+. This is a high-impact individual contributor role targeting mission-critical markets including broadcast, maritime, defence, enterprise operations centres, and live events. You will own the full sales cycle — from prospecting and discovery through to technical demonstration, proposal, and close — while working closely with our solutions engineering and product teams.

### About Visual Fusion+

Visual Fusion+ is an enterprise-grade, software-defined platform engineered for environments where performance and reliability are non-negotiable. Key capabilities include:

- ▶ 8K video support — delivering stunning ultra-high-definition output across multi-display configurations
- ▶ Ultra Low Latency — real-time signal processing for mission-critical and live production environments
- ▶ Custom HTML5 Agent App Overlays — enabling dynamic, bespoke data visualisation layered directly onto video streams
- ▶ End-to-end Encryption — meeting the security demands of government, defence, and enterprise clients
- ▶ Real-time GUI Configuration — intuitive operator control without interrupting live output
- ▶ Rapid Scene Selection — instant layout switching to support fast-paced broadcast and operational workflows
- ▶ Remote Streaming to Devices — extending video wall content securely to distributed teams and remote operators

### Key Responsibilities

- ▶ Own and grow a pipeline of qualified opportunities within the C2 video wall market segment
- ▶ Identify, engage and develop relationships with key decision-makers at systems integrators, end users, and channel partners

- ▶ Lead technical discovery sessions and coordinate with solutions engineers to deliver compelling product demonstrations
- ▶ Develop accurate account plans, forecasts, and territory strategies aligned to quarterly targets
- ▶ Negotiate and close complex, multi-stakeholder deals — including framework agreements and multi-site deployments
- ▶ Represent the company at industry trade shows, conferences, and customer events
- ▶ Maintain up-to-date records of all activity and pipeline in the CRM system
- ▶ Provide market feedback to the product and marketing teams to inform roadmap and positioning decisions
- ▶ Collaborate with post-sales and technical teams to ensure successful onboarding and customer satisfaction

## Required Experience & Skills

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### Essential

- ▶ **Proven track record of selling C2 platforms (e.g. Christie Manage, Barco Overture, or equivalent control room / video wall software)**
- ▶ Demonstrable success closing high-value enterprise technology sales (£150k+ deal sizes)
- ▶ Strong technical understanding of AV-over-IP, video wall architecture, and signal management
- ▶ Experience selling into at least one of: broadcast, defence/government, operations centres, or live events
- ▶ Ability to navigate complex, multi-stakeholder procurement processes
- ▶ Excellent presentation and communication skills — comfortable at both C-suite and operator level

### Desirable

- ▶ Familiarity with 8K signal workflows and low-latency streaming technologies
- ▶ Experience working with HTML5-based integration and operator app environments
- ▶ Existing network of contacts at major systems integrators or broadcast/defence end users
- ▶ Knowledge of encryption standards and compliance requirements in secure environments
- ▶ CRM proficiency (Salesforce or HubSpot preferred)

## What We Offer

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- ▶ Competitive base salary with uncapped performance-related commission
- ▶ 25 days annual leave + bank holidays
- ▶ Access to cutting-edge technology and a genuine product differentiator in the market
- ▶ Supportive, ambitious team culture with clear progression pathways

## How to Apply

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Please submit your CV and a brief cover letter outlining your C2 platform sales experience and most relevant enterprise deal to our talent team. Shortlisted candidates will be invited to a two-stage process comprising an initial screening call followed by a competency-based interview and brief go-to-market exercise.

We are an equal opportunities employer and welcome applications from all backgrounds.