

Strategic Business Development Lead

Dual-Company Growth Opportunity | Conceptualise & Synspect

Location: Belgium

Languages: French (native), English & Dutch (excellent), other EU languages a plus

Start Date: September 2025

Growth Track: Individual key contributor → Commercial Organization Leader

The Opportunity

Join two complementary technology companies at a pivotal growth moment. As our Strategic Business Development Lead, you'll drive commercial expansion across **Conceptualise** (microelectronics & embedded AI engineering) and **Synspect** (AI-enabled compliance assistants for field work).

This isn't just a sales role—it's an entrepreneurial leadership opportunity where you'll build and eventually lead our entire commercial and customer care organization.

About Our Companies

Conceptualise | 10-year established engineering design center specializing in hardware development, embedded electronics, and AI system integration for industrial clients

Synspect | Innovative developer of AI-powered assistants that help field professionals ensure standards compliance across various industries

Strategic Partnership: Conceptualise serves as Synspect's technical backbone, creating powerful synergies between hardware engineering and AI software solutions under unified leadership.

Your Mission

Year 1: Foundation & Expansion

- Drive business development across both companies' portfolios
- Optimize performance in existing market segments while identifying new opportunities
- Leverage our established network of decision-makers and industry contacts
- Develop deep expertise in both technical domains to become a trusted advisor

Years 2-3: Building & Leading

- Recruit and develop a commercial team
 - Design customer care processes and systems
 - Own commercial strategy and budget allocation
 - Shape the future of both organizations' market approach
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Key Responsibilities

Market Development

- Expand existing client relationships in identified target segments
- Conduct technical consultations and solution presentations
- Understand client needs and document them for engineering, services or product roadmap work
- Collaborate closely with engineering teams to create compelling proposals
- As next step, discover and develop new market opportunities across Europe

Business Growth

- Manage complete sales cycles from prospecting to closing
- Negotiate complex B2B agreements with industrial clients
- Represent both companies at industry events and conferences
- Develop market intelligence and competitive positioning

Strategic Leadership

- Build commercial processes that scale across both companies
 - Eventually recruit and manage commercial team members
 - Own P&L responsibility for commercial operations
 - Shape long-term business development strategy
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What We're Looking For

Essential Qualities

- **Entrepreneurial mindset:** You thrive on building something significant from the ground up
- **Technical curiosity:** Genuine interest in understanding complex hardware and AI solutions
- **Commercial acumen:** Proven ability to develop new business and close deals
- **Collaborative leadership:** Can work autonomously while building strong team relationships
- **Cultural adaptability:** Comfortable working across different technical domains and industries

Required Experience

- 3+ years B2B business development or technical sales experience
- Track record of developing new market segments or territories
- Experience with complex technical products or solutions
- Background in engineering, technology, or related technical field preferred

Language Requirements

- **French:** Native proficiency (primary working language)
 - **English & Dutch:** Excellent written and spoken skills
 - **Additional EU languages:** Strong advantage for broader market reach
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What We Offer

Growth Opportunity

- Build and lead a commercial organization from startup phase
- Direct path to senior commercial leadership role
- Equity participation as the organization grows

Support Structure

- Access to established network of industry decision-makers
- Marketing collateral and prospection databases
- Dedicated budget for commercial activities and events
- Technical support from both engineering teams

Work Environment

- Belgium-based with strategic travel (defined collaboratively)
- Autonomy to shape your approach and priorities
- Direct access to company leadership
- Opportunity to impact two innovative technology companies

Professional Development

- Deep exposure to cutting-edge microelectronics and AI technologies
- European market expansion experience
- Commercial leadership training and mentorship
- Industry conference participation and networking

Ready to Build Something Significant?

This role offers the rare opportunity to shape the commercial future of two complementary technology companies while developing your own leadership capabilities.

To Apply: Send your CV and a brief note about your entrepreneurial motivation to [careers@conceptualise.be]

Next Steps: Initial conversation → Technical deep-dive → Leadership team meeting → Market opportunity discussion

Join us in building the future of European industrial technology and AI-powered compliance solutions.