

Growth Lead, Full-time/Part-time, EUR 85k+ (m/f/d)

We are **viable**, an interdisciplinary team of designers, strategists, and developers specializing in user-centered development of AI solutions and digital products.

Our ambition: *Built with AI, designed for humans.*

Technology must not only function but also create real value for people.

We design and develop customized, AI-powered applications that are meaningful, comprehensible, and sustainable. We accompany companies on their path toward digital maturity – from initial insights to prototypes and scalable products.

We are viable.

We are looking for a new member to strengthen our management team: You will develop and drive **viable's growth strategy** – through new clients, strong market positioning, and forward-thinking offering design.

What you have to offer

- Several years of experience in developing and implementing **sales and marketing strategies**, ideally in the B2B digital or tech environment
- Proven track record in **acquiring new clients** and positioning services in the market, ideally within a service or project-based business
- **Entrepreneurial mindset** and results-driven approach
- Strong network within large enterprises in the DACH region, especially with decision-makers in **innovation, strategy, digitalization, and IT**
- Experience and connections in **banking, insurance, or energy** sectors are an advantage
- Hands-on mentality and the ability to work pragmatically and solution-oriented
- An **AI-first mindset**, leveraging new technologies purposefully in your daily work
- Excellent communication and leadership skills, with **fluency in German and English**

What you will be responsible for

- Develop and execute our **sales strategy**, identifying and capturing new clients, markets, and opportunities
- Build, structure, and actively manage a **scalable sales funnel**
- Ensure **leads, pitches, and proposals** are professionally managed and consistently followed up
- Prioritize business opportunities and ensure a smooth transition from **sales to delivery**
- Shape **viable's market and brand positioning**, particularly in the field of AI, together with the management team
- Oversee **marketing and communication channels** such as our website, LinkedIn, and events
- Plan and host **your own formats**, represent us at external conferences, and ensure impactful follow-up
- Identify and manage **external network partners** and gradually build your own **sales & marketing team**

How your success will be measured

Your success will be evident through the **continuous generation of new leads**, the acquisition of new clients, and the expansion of revenue with them.

You will successfully convert opportunities into signed projects, and through effective marketing and event activities, you will generate **high-quality inbound leads** that contribute to sustained growth.

What we have to offer

- The opportunity to **shape viable's success and AI-first strategy** as part of the management team
- Freedom to design, take ownership, and build your own **sales & marketing team**
- Flexible working arrangements – **part-time possible** (minimum 30 hours/week)
- Annual gross salary starting at **EUR 85,000**, depending on qualifications and experience, plus **performance-based bonus**

- Of course, we also offer benefits such as a **public transport ticket, subsidized lunch, fresh fruit, team events**, and much more

The application process

Send your CV to karriere@viable.at with the subject line *"Growth Lead"*.

We also welcome **references, success stories, links to talks or projects**, and anything else you find relevant for your application.

1. **Initial interview** with our management team (25 min, virtual)
2. **Second conversation** with the extended management team (including case discussion)
3. **Final round** to clarify goals, conditions, and mutual expectations

We look forward to getting to know you!