



**Job title:** Business Development and Sales Lead (Licensees, Mills and Coaters)

**Reports to:** CEO

**Job location:** Xampla HQ, Cambridge Science Park (3 days a week on site, plus some European and international travel)

## The Role

The company is seeking a Business Development and Sales Lead (Licensees, Mills and Coaters) to join the team, with the role of:

- Leading the commercial strategy for coatings across licensees, paper mills and paper coaters, driving revenue growth and market expansion.
- Owning key customer and partner development plans, identifying and converting new commercial opportunities.
- Providing market, competitor and customer insights to shape commercial and R&D strategies.
- Managing revenue forecasting, budgeting and performance tracking, ensuring delivery against agreed targets.
- Defining and monitoring BD & Sales KPIs, embedding strong pipeline and performance management.
- Building and maintaining strategic relationships with licensees, paper mills and paper coater partners and industry stakeholders, creating deep customer understanding and trust.
- Developing customised proposals, presentations and commercial materials for partners.
- Leading contract negotiations with new licensees.
- Representing the company at industry events, including speaking opportunities.
- Collaborating closely across departments, contributing to cross-functional initiatives, NPD and grant projects.
- Providing leadership on specific cross-departmental projects and role-modelling company values.
- Participating in Board meetings to provide commercial updates.

## Candidate Experience

The company is seeking candidates with:

- Strong commercial experience in business development and sales preferably within paper coatings or alternatively in materials, manufacturing, packaging or a related industrial sector.
- Proven ability to drive revenue growth, manage pipelines and deliver against commercial targets.

- Experience working with paper coatings, paper mills, paper coaters or similar value-chain partners.
- Demonstrated success in building strategic customer relationships and managing senior stakeholders.
- Skilled in forecasting, budgeting, KPI tracking and commercial performance management.
- Ability to interpret market, customer and competitor insights to inform strategy.
- Strong communication, presentation and proposal-development skills.
- Experience supporting or leading contract negotiations, ideally for licensing agreements .
- Confidence to represent the business at industry events, including speaker opportunities.
- Collaborative approach with experience working across R&D, operations, product or innovation teams.
- Strong organisational skills with the ability to manage multiple projects and priorities.
- Ability to bring a strategic perspective while remaining hands-on in execution.
- Experience in licensing models, partnership development or global commercial ecosystems (desirable but not essential).
- Background in cross-functional project leadership, including NPD or grant-funded projects (desirable but not essential).
- Familiarity with sustainability-focused materials or innovation-driven environments (desirable but not essential).
- Experience in a scaling or fast-growth business (desirable but not essential).