

# Director – Sales (Nature Based Solutions)

**Location:** Remote – Any of the following – London, Paris, Frankfurt, Brussels

**To apply:** Email your resume and cover letter to [careers@boomitra.com](mailto:careers@boomitra.com).

## Main Purpose

As the Director of Sales for Nature Based Solutions at Boomitra, you will play a pivotal role in driving our mission forward. You will be responsible for selling carbon credits to clients by telling an effective and compelling story about the credits and why our clients should invest in them. This position offers a unique opportunity to contribute to the fight against climate change while building a successful sales strategy and team. The ideal candidate will have a deep understanding of carbon markets, a strong sales background, and a passion for driving sustainability initiatives.

You will play a pivotal role in connecting businesses with our high-quality carbon credits, helping them achieve their net-zero and sustainability goals while maximizing the value of our carbon offset projects.

## Responsibilities

- **Client Engagement:** Build and maintain strong relationships with existing and potential clients, understanding their sustainability goals and carbon reduction needs.
- **Sales Strategy:** Develop and execute a comprehensive sales strategy, identifying target markets and key clients to achieve revenue goals. Identify new market opportunities in voluntary and compliance carbon markets. Set sales targets, monitor performance, and ensure goals are achieved or exceeded.
- **Business Development:** Identify, target, and establish relationships with potential clients, including corporations, governments, and brokers seeking carbon offsets. Build and maintain a robust pipeline of prospective buyers.
- **Client Engagement and Retention:** Cultivate and maintain strong relationships with existing clients to ensure repeat business. Provide guidance to clients on leveraging carbon credits to meet their sustainability and ESG objectives. Address client inquiries and provide tailored solutions to meet their offset needs.
- **Carbon Credit Expertise:** Develop a deep understanding of our carbon credit projects, their environmental impact, and their value to clients.
- **Storytelling and Presentation:** Craft persuasive narratives about our carbon credits, effectively communicating their environmental benefits and financial advantages to clients.
- **Customized Solutions:** Collaborate with clients to tailor carbon credit solutions that align with their specific sustainability objectives.
- **Negotiation and Closure:** Lead negotiations, overcome objections, and successfully close sales agreements.
- **Market Research and Market Expertise:** Stay informed about industry trends, pricing, regulations, competitor offerings, and emerging opportunities in the carbon credit market. Provide insights and advice to clients and internal stakeholders. Represent the company at industry conferences, events, and forums to build the brand and establish partnerships.

- **Collaboration and Leadership:** As the department grows, recruit, train, and mentor a high-performing sales team. Work closely with the project origination and marketing teams to align sales efforts with the organization's carbon credit supply. Provide feedback to internal teams on market demands and buyer preferences.
- **Reporting and Analytics:** Maintain accurate records of sales activities, pipelines and client interactions and provide regular reports on progress and results to senior management. Ensure all sales processes comply with industry standards and company policies.

### Qualifications, Experience and Competencies

- **Experience:** Proven track record in sales leadership, with at least 5 years of experience in selling products or services that require significant storytelling ability to sell (Eg. Carbon credits to end users, luxury goods, travel products, educational products, fashion, wellness services, gourmet food, charitable causes, art etc.)
- **Sustainability Passion:** A genuine passion for sustainability and environmental causes.
- **Communication Skills:** Exceptional storytelling, presentation, and negotiation skills, with the ability to simplify complex concepts.
- **Strategic Thinker:** Strong strategic thinking and problem-solving abilities, with the capacity to identify opportunities for growth and develop effective sales strategies.
- **Relationship Builder:** A natural ability to build and maintain strong client relationships, demonstrating empathy and understanding of client needs.
- **Results-Driven:** A track record of meeting and exceeding sales targets and goals.
- **Adaptability:** Comfortable working in a dynamic, fast-paced environment and open to feedback and improvement.
- **Curiosity and Continuous Learning:** Eagerness to stay updated with the latest trends, tools, and best practices in geospatial technology. Commitment to continuous professional development and self-improvement.
- **Critical Thinking:** Ability to evaluate complex problems, consider various perspectives, and make well-informed decisions.
- **Bachelor's Degree:** A Bachelor's / Master's degree in a related field is preferred.

### Join the Team Making a Global Impact on Climate Change

Are you interested in moving the needle on climate change? At Boomitra, we're not just a company—we're a mission-driven movement tackling one of the greatest challenges of our time: climate change. As a fast-growing leader in Climate Tech, we are pioneering solutions that make a real difference, empowering small farmers worldwide while creating a sustainable future for all. We aim to reduce humanity's entire carbon footprint by 20% in the next 10 years! You will also have the chance to do exciting work at the forefront of satellite and AI technology, while solving major problems for our Fortune 500 clients! We are funded and backed by top Fortune 500 companies who truly care about mitigating climate change at scale!

## Why Work With Us?

**Be Part of Global Change:** Collaborate with a passionate, international team working on cutting-edge solutions to combat climate change and promote environmental sustainability.

**Shape the Future:** Join us in scaling a transformative business from the ground up, with opportunities to drive real impact at every stage.

**Flexible and Supportive Work Culture:** We offer a flexible schedule, generous vacation days, and a strong commitment to work-life balance, tailored to accommodate individual needs.

**Diversity and Inclusion:** We celebrate diversity and are committed to creating an environment where everyone—regardless of background—can thrive.

**Commitment to Growth:** Personal development, continuous learning, and diversification of skills are at the heart of what we do.

## What We Offer

- Competitive salary packages aligned with experience and responsibilities.
- Comprehensive benefits, including personal time off and professional development support.
- The chance to work alongside dedicated experts from around the world, building high-performing cross-functional teams.

## Our Impact

We are proud to be recognized globally for our groundbreaking work:

**TIME Magazine's 100 Most Influential Companies (2024):** Highlighting organizations making extraordinary global impacts.

**The Earthshot Prize Winner – 2023 (Fix Our Climate):** Awarded by HRH Prince William for our innovative approach to soil carbon sequestration.

By partnering with farmers and ranchers, we drive regenerative land management practices that capture and store carbon, enhance soil health, and increase agricultural yields. These efforts improve biodiversity and water quality while providing farmers with additional income through carbon credits.

## Our Commitment to Equal Opportunity:

We are an equal opportunity employer dedicated to fostering a culture of mutual respect and inclusivity. We do not discriminate based on race, color, religion, gender, age, or any other characteristic protected by law. Diversity and inclusion are essential to our success, and we strive to create a workplace that supports personal and professional growth for all. If you're ready to join a dynamic team that's transforming the planet, **we'd love to hear from you.** Together, we're recarbonizing the soil and protecting our shared future.