

JOB DESCRIPTION

VELA
connect · deliver · enable



SALES DIRECTOR

Location: London

Overview

Vela is a leading independent provider of trading and market access technology for global multi-asset electronic trading. Our software enables clients to successfully execute on their trading strategies and manage risk across multiple fragmented markets, liquidity pools, and data sources. We help firms successfully differentiate and innovate in an ever-changing, increasingly-regulated and fiercely-competitive landscape, while also reducing total cost of ownership.

Vela's ticker plant, execution gateways, trading platform, and risk and analytics software deliver a unique, ultra-low latency technology stack for electronic low-touch and Direct Market Access (DMA) execution and pricing. We leverage the latest innovations in technology to deliver cutting-edge performance, features and reliability. Our modular stack is accessed through a single set of trading, data and risk APIs and can be delivered as-a-Service from multiple co-location data centers globally.

With access to more than 200 venues, Vela provides global coverage across all major asset classes. Clients are supported by an award-winning team of technical and business experts available 24x7 from our multiple offices in the US, Europe, and Asia. Vela's clients include traders, market makers, brokers, banks, investment firms, exchanges, and other market participants.

Job Profile

We are looking to add a talented and motivated Sales Representatives to our growing Sales team. This role will require you to create and drive new business and leads, ensuring prospects understand the Vela value proposition within the trading ecosystem. Target prospects and clients include front office desks within investment banks, broker dealers, hedge funds, asset managers, prop trading firms and other sell side institutions.

You will work closely with the sales engineering and product teams by being the liaison to existing and potential clients, ensuring the closing of deals.

Our ideal candidate will have previous experience working within financial software sales ideally selling trading and market data software. In addition, experience and understanding of the trading workflow is essential. However, we will consider a candidate with a proven track record in sales in other areas and a passion for.

Key Accountabilities

- Develop accounts with leads generated by but not limited to, existing customers, leads from our website, utilizing social network sites, and industry associates.



- Proactively develop sales opportunities within the trading marketplace
- Maintaining a solid funnel of sales leads and new account opportunities
- Meet with prospects for purposes of identifying needs in addition to presenting/demonstrating our products
- Follow the sales process of prospecting, qualifying, presenting, closing and follow up
- Contact and meet with existing clients along the Account Manager for the purpose of maintaining and enhancing relationships
- Maintain and update the sales CRM with information regarding all client and prospect communications, opportunities and contact information
- Work closely with Head of Sales EMEA to increase close ratio and number of new customers
- Travel: local, regional when required

Knowledge, Skills & Experience Required

- Strong understanding of electronic trading software and trading workflow
- 3+ years of sales experience, or transitional experience in fin tech trading software product management or client support
- Competitive edge with a desire to win
- Exceptional verbal and written communication skills
- Attention to detail in all aspects of work is essential
- Ability to multi-task and prioritise under pressure, while maintaining high quality output and meeting deadlines
- Good appreciation of the Sales cycle (previous sales/client support or product management experience an advantage)
- Understanding of technology in the financial markets and electronic trading and related terminology
- Understanding of equities, derivatives and fixed income a plus

Further Information

For more details on our organization, please visit our website: [TradeVela.com](https://www.TradeVela.com)

Vela Trading Systems is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, or protected veteran status and will not be discriminated against on the basis of disability.