
SERCXI OPEN MANDATE

Director, AI Sales & Business Development — DACH & Benelux

An AI-era rainmaker. This mandate is for the Director who can hold a credible engineering conversation with a CTO in the morning and structure a multi-million-euro platform-plus-services deal in the afternoon.

€8–12M

ARR TARGET, YEAR 1

€18–24M

YEAR 3 TRAJECTORY

12+ yrs

TECHNOLOGY SALES

35 days

MEDIAN SHORTLIST

SRX-2609 · ENGAGED MANDATE · PREPARED BY SERCXI

THE REMIT

Why this role exists now.

Enterprise AI has crossed from experiment to production mandate. DACH and Benelux boards are approving AI transformation spend with urgency, and the window to win preferred-partner status with the region's largest organisations is open now rather than indefinitely.

The client is positioned for that window: three decades of engineering credibility, an agentic development platform that changes delivery economics rather than describing them, hyperscaler and data-platform partnerships for reach, and enough agility to move faster than the large integrators.

What the region does not yet have is the commercial owner. This seat originates net-new logos, constructs deals blending platform, engineering services and managed AI delivery, and closes them with the engineering community alongside rather than behind.

FILE

CORRIDOR

EMEA · DACH and Benelux

SENIORITY

Director · 12+ years

DISCIPLINE

Enterprise AI & Transformation

LANGUAGES

German and/or Dutch, plus English

WORK MODE

Remote-first — Germany or Netherlands · ~40% travel

EMPLOYMENT

Full-time · Permanent

LISTED

17 Aug 2026 · valid to 31 Dec 2026

WHAT THE ROLE CARRIES

- Own and exceed an €8–12M ARR target in Year 1, scaling toward €18–24M by Year 3.
- Originate, qualify and close net-new enterprise logos across financial services, automotive, manufacturing and public sector.
- Run the full commercial cycle and hold a pipeline at three to four times target.
- Sell the full AI portfolio: agentic development platform, generative AI engineering, AI-enabled managed services, data modernisation and cloud-native transformation.
- Build joint go-to-market and co-sell motions with cloud hyperscalers and data platform leaders.
- Translate AI capability into board-level value: platform economics and engineering velocity tied to the client's P&L.
- Build CTO, CIO, CDO, COO and CPO relationships across multi-threaded buying centres.
- Represent the firm at tier-1 events across Germany, the Netherlands, Belgium, Austria and Switzerland, and feed intelligence back to global leadership.

THE PROFILE

What we are looking for.

- Twelve or more years in technology sales, with at least five selling AI, data, cloud or digital transformation services at enterprise level.
- A personal record of closing deals above €1M TCV in complex, multi-stakeholder environments.
- A deep existing executive network across DACH and/or Benelux enterprise organisations.
- Native or fluent German and/or Dutch, with professional English.
- Experience selling services-led or platform-plus-services models — not pure product or SaaS.
- Enough fluency in agentic AI, GenAI engineering, MLOps or LLM architectures to hold a credible CTO conversation.

THE TERMS

What the client offers.

- Platform differentiation that is shipping infrastructure rather than a methodology deck.
- Engineering credibility clients already trust, and a global technologist community as a sales resource rather than a cost line.
- Green territory: DACH and Benelux under-penetrated relative to global capability.
- Base of €150K–€185K, OTE of €260K–€320K uncapped above target, plus long-term incentive participation.
- Remote-first base with roughly 40% regional travel; private health, pension, learning budget and sabbatical programme.

THE SHAPE OF THE WORK

REVENUE TARGET

€8–12M ARR Year 1 · €18–24M+ by Year 3

REPORTS TO

Managing Director, EMEA

PACKAGE

€150K–€185K base · €260K–€320K OTE, uncapped · LTIP

START

Q3/Q4 2026 preferred; notice periods accommodated

INDEX READING

The market reading behind the brief.

Current Q3 2026 displacement intensity in the sectors framing this search. Higher intensity means faster leadership turnover and sharper scarcity.

AI Engineering	Displaced · 9/9
Tech Consulting	Displaced · 9/9
SaaS & Cloud	Displaced · 9/9

AI engineering has held maximum displacement intensity for three consecutive quarters. Commercial leaders who can carry both the architecture argument and the number are scarcer than the engineers they sell.

CONFIDENTIALITY

The client is not named in this brief. On an engaged mandate the client's hiring intent is commercially sensitive, so the organisation is identified to you under confidence in the first partner conversation — not published to their competitors.

THE APPROACH

How this mandate runs.

01 · Day 0–1

Approach

You reach out — through the mandate page, the Amsterdam line, or a confidential booking. No application form, no CV portal.

02 · Days 2–7

Partner conversation

Peter Post, the partner following up on this mandate, speaks with you directly. The conversation goes straight to the deals you personally closed and how.

03 · Days 8–21

Client introduction

If the fit holds, Peter introduces you to the hiring client under confidence. You meet regional leadership and test the territory assumptions.

04 · Days 22–35

Decision

The client decides. On a yes, Peter works base, variable, ramp and counter-offer defence with both sides. On a no, you get a direct debrief, not silence.

YOUR PARTNER ON THIS MANDATE

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