

Senior Sales Executive - (Nordics & DACH)

Your Role:

We're looking for a hands-on, high-performing Senior Sales Executive to drive revenue in the Nordics & DACH region while also serving as a player-coach to a strong, experienced, but small EMEA sales team.

In this role, you will own your sales pipeline from prospecting to closing while also helping shape processes, drive best practices, and serve as a key point of escalation for the team. This is a perfect opportunity for a top-performing sales professional looking to transition into leadership while maintaining a direct impact on revenue.

This role does not involve direct people management, but you will act as a trusted team lead—helping navigate challenges, refining sales strategies, and driving efficiency across the team.

Key Responsibilities

Own Your Territory – Drive Direct Sales (Primary Focus):

- Develop and execute a strategic sales plan to drive revenue growth in Nordics & DACH.
- In addition to responding to inquiries and marketing generated leads, proactively prospect, generate leads, and close new business opportunities.
- Collaborate with your Solutions Engineer, BDR, Product Management and other key MapsPeople team members to effectively bring in new business
- Build and maintain strong relationships with key accounts and stakeholders.
- Understand customer needs and position our solutions effectively.
- Manage the full sales cycle – from outreach to negotiation and deal closure.

Lead by Example – Player-Coach Leadership & Sales Enablement:

- Support and empower an experienced sales team by sharing insights, strategies, and best practices.
- Act as a primary escalation point for challenges, deal roadblocks, or process-related concerns.
- Help identify inefficiencies and recommend improvements in sales processes and workflows.
- Assist with change management by ensuring smooth adoption of new tools, methodologies, and strategies.
- Champion a high-performance sales culture by fostering collaboration, accountability, and knowledge sharing.
- Serve as a bridge between sales leadership and the team, ensuring alignment on priorities, expectations, and goals.

Deliver Results – Execution & Optimization:

- Consistently achieve and exceed personal and regional sales targets.
- Provide market insights and feedback to refine sales approaches and GTM strategies.
- Leverage CRM tools and sales analytics to optimize pipeline management and decision-making.

Who You Are

- A self-motivated, high-achiever with a proven track record in SaaS sales and closing deals.
- Experienced in selling into the Nordics and/or DACH region, with strong market knowledge.
- A natural leader looking to gain hands-on leadership experience while remaining active in sales.
- Comfortable in a player-coach role—balancing direct sales responsibilities with mentorship and process leadership.
- A problem-solver who can identify challenges, drive improvements, and champion change.
- Strong hunter mentality with exceptional relationship-building and negotiation skills.
- Fluent in English; proficiency in Danish, German and/or a Nordic languages is a strong plus.

Why Join Us?

- Own your region and make a direct impact on our growth.
- Gain valuable leadership experience without stepping fully away from hands-on selling.
- Work in a dynamic, high-energy environment with the autonomy to drive success.
- Join a company with cutting-edge technology and a strong market presence.
- Competitive compensation package with strong earning potential.

This position is located in our Copenhagen office in Kødbyen (the meatpacking district). Here a creative environment with lots of leafy green plants and modern decor is waiting to welcome you. When your batteries need recharging you can grab yourself a soda, snacks, fruit or coffee/tea all day long.

Your expectations:

You can expect a job with a lot of exciting professional and personal challenges. Your effort will make a difference for clients around the world, where our platform plays a central role in regards to indoor mapping, indoor positioning, and in the integration with various software and hardware technologies.

As an organization MapsPeople consist of 90+ dedicated employees who represent 20 different nationalities. To support our continued growth, we are recruiting a lot of new talent.

In MapsPeople we work together and pull together as a team. Team spirit and diversity are some of the corner stones that make up our company culture. Our informal and dynamic atmosphere as well as our modern office facilities leave room for creativity as well as contemplation. We believe that is how you get the best working environment.

We offer a compensation package that matches your qualifications as well as flexitime, lunch, retirement- and healthcare plans.

MapsPeople - guiding you anywhere - anytime:

MapsPeople is a world-leading provider of indoor navigation through our flagship product 'MapsIndoors'. For more than a decade, we've been a trusted partner and provider of Google Maps licensing products. We have a strong collaboration with Google Maps, and since we are proud Google Maps Premier Partner since 2009.

From our offices in Aalborg (HQ), Copenhagen and Austin (USA), we bring value to our customers and end-users. We are proud to serve some of the world's most recognized companies and institutions, e.g. Arlanda Airport, Golden State Warriors, Miami Dade College, Mobile World Congress, and many more.

Application:

There's no deadline for this position. We interview candidates continuously. We look forward to receiving your resumé for this position. Please upload your documents in pdf-format by clicking the 'Apply'-button below.

For more information, reach out to Mark Hellerup Knudsen on makn@mapspeople.com.