

Identifying, qualifying, and winning potential customers in the B2B sector is in your blood?

Are you looking for a new area of impact and can you envision offering high-quality software solutions to a pipeline you have built yourself?

Then we look forward to welcoming you in **Regensburg** to our team as:

## LEAD GENERATION SPECIALIST (M/F/D)



### WHAT TO EXPECT

- Identification of target markets and potential customer profiles through continuous research and data analysis
- Identification of potential customers in the B2B sector
- Lead qualification based on defined criteria
- Continuous management and tracking of lead interactions and acquired data in the CRM system
- Support in the conception and execution of campaigns



### WHAT WE OFFER

- Long-term prospects
- Collaborative, solution-oriented environment
- Short communication and decision-making channels
- Collaboration with renowned companies
- 30 days vacation
- Employer-funded company pension scheme
- Excellent transport connections
- Flexible working hours
- Free beverages & fruit



### WHAT YOU BRING

- Commercial training or degree and/or commercial professional experience in this field
- Strong verbal and written communication skills in German and English
- Systematic and structured working approach
- Familiar with CRM tools and/or potentially additional tools for lead generation
- Self-initiative with a hands-on attitude and the necessary "Hunter Mentality"
- Experience in the B2B sector and/or additional language skills would be an advantage