Bitcoin Suisse is the Swiss crypto-native pioneer and trusted gateway to crypto asset investing. As the leading crypto financial service provider in Switzerland, we operate across the most relevant crypto exchanges and provide brokerage, custody, staking and other crypto-related services at the forefront of technical innovation. We are as dedicated to our clients as we are passionate about cryptocurrencies and the underlying blockchain technology. We make things happen and have helped to shape the crypto and blockchain ecosystem in Switzerland as a driving force in the development of the 'Crypto Valley'. Bitcoin Suisse is headquartered in Zug with offices in Copenhagen, Vaduz and Bratislava and targets (ultra-) high-net-worth private individuals and institutional clients.

HubSpot Product Owner & CRM Transformation Lead

This position is available in Slovakia or in Hungary.

Position Overview

- You will own and shape our HubSpot ecosystem (Sales Hub & Service Hub) in a fast-growing Crypto Financial Services environment. This is a role where you both design the framework and ensure its execution.
- This role combines strategic product ownership with hands-on CRM governance and administration. You will define the roadmap, drive CRM transformation initiatives, and ensure that HubSpot is scalable across the Bitcoin Suisse Group, compliant, and operationally excellent — from architecture to data quality to user enablement.
- You are not just managing a tool — you are building and governing a business-critical system that supports the growth path globally.
- What you can expect from this role is the opportunity to work in a dynamic environment where your position will be broad and highly involved. Communication between departments is fast and effective and you will have significant responsibility and autonomy for your work and contribution.

You will have the following responsibilities

- You will be the business owner for HubSpot (mainly Service Hub and Sales Hub) and be responsible for managing and driving the development roadmap in collaboration with an external partner.
- You take full ownership of HubSpot's operational excellence. This includes defining and implementing a data management strategy (data quality, structure, lifecycle management, governance standards) as well as ensuring data integrity, consistency, and scalability. You own user management, workflows and other CRM automation logic.
- E2E Project management from conceptualization, requirements definition to implementation (incl. training) and post-implementation control. Actively manage risks, project deliverables and milestones and provide appropriate project reporting and management updates.
- Manage interfaces and dependencies to other projects, involved departments and external partners. Ensure proactive stakeholder management by means of appropriate stakeholder communication and effective collaboration.
- Based on your project management experience, you will be involved in identifying potential savings, increasing efficiency, improving processes, and optimizing earnings.

What makes this role attractive

- True ownership of the HubSpot ecosystem
- Combination of strategy and hands-on execution
- High visibility across departments and leadership
- Opportunity to shape CRM architecture in a regulated, high-growth industry
- Real impact on revenue, efficiency, and customer experience

What you bring along

- Bachelor / Master degree in finance, Economics, or Business Information Technology
- Experience in CRM governance, automation design, and data management
- Strong hands-on expertise in HubSpot (Sales Hub & Service Hub required)

- Proven track record in end-to-end project management
- Ability to combine strategic thinking with operational execution
- Experience in managing external implementation partners
- Excellent stakeholder communication skills
- Structured, analytical, and solution-oriented positive mindset
- Self-driven, responsible, and enthusiastic team player
- Excellent language skills in English, German is a plus
- Experience in FinTech, Crypto, or Financial Services is nice to have
- HubSpot certifications are a plus

What we offer
- **Expertise:** Work with crypto native experts
- **Culture:** Positive and supportive team culture that relies on common goals, ambitions and values
- **Activities:** Regular team events and activities
- **Ownership:** High level of autonomy and responsibility
- **Fitness:** Multisport Card
- **Location:** Office location in the new Bratislava downtown (Jurkovičova teplárne)
- **Home Office**
- **Workation:** Enjoy the flexibility of working across designated EU countries, with up to 10 days a year to combine work and travel

Apply now