

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.

## Senior Sales Manager - New Business Italy

Are you a driven sales professional with a strong network in **Italy**? Bitcoin Suisse Europe is looking for someone who knows how to navigate diverse markets and build lasting client relationships. This role is ideal for someone who works well independently, enjoys building new business, and wants to use their existing connections to grow one of our most promising regions.

### You will have the following responsibilities

- Identify and approach potential clients, build relationships, and convert leads into long-term partnerships. You use your existing network as well as your own research to open new doors and manage your pipeline through tools like HubSpot
- Take ownership of your sales activities, focus on new business, and make sure your efforts are aligned with our overall growth goals in the region
- Represent Bitcoin Suisse in the Italian market, build trust with prospects and partners, and guide them through the entire sales process
- You prepare clear and convincing presentations tailored to the expectations of clients
- You keep an eye on what's happening in the local market, trends, competitors, regulatory updates and spot new opportunities early

### What you bring along

- **Entrepreneurial Mindset:** Driven, positive, and resilient, you thrive in dynamic environments and take ownership of results
- **Proven Experience:** Minimum of 5 years of experience in sales, ideally within the crypto, traditional financial or technology sectors with a strong track record
- **Crypto Enthusiasm:** A strong interest in cryptocurrencies and Web3; professional experience in this space is advantageous
- **Sales Expertise:** A proactive approach to client acquisition, thriving on the challenge of approaching prospects, winning new clients, and closing deals to drive business growth
- **Hands-on Attitude:** Pragmatic and persistent, with the ability to manage sales cycles end-to-end
- **Language Skills:** Fluency in Italian and English is required; proficiency in additional languages is a plus
- **Flexibility and Travel:** Working location is remote or in Liechtenstein, willingness to travel as required for client meetings, events, and conferences is expected

### What we offer

- **Incentive Program:** Great performance will be rewarded
- **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
- **Workation:** Enjoy the flexibility of working across designated EU countries, with up to 10 days a year to combine work and travel

**Please note that only direct applications from candidates holding a valid work permit in Italy, Switzerland or Liechtenstein will be considered for this position.**

[Apply now](#)