Bitcoin Suisse

Bitcoin Suisse stands for premium crypto financial services for institutional clients, crypto foundations, family offices, asset managers, and high-net-worth individuals. Established in Zug in 2013 by crypto-native experts, Bitcoin Suisse today unites more than 200 professionals across Switzerland, the European Economic Area, the United Arab Emirates and Bermuda.

Senior Sales Manager

Grow Our Fund Business in Switzerland

Our fund offering gives eligible investors access to professionally managed crypto investment strategies. We are looking for a commercially driven sales professional to expand our presence in Switzerland, build new investor relationships and generate net new assets for our funds.

This is a hunter role: your focus will be on identifying opportunities, opening doors and converting qualified prospects into investors. You will engage with professional and institutional clients, including family offices, external asset managers, private banks and other relevant investment intermediaries.

If you combine a strong Swiss investor network with a proven ability to win new business and an interest in digital assets, we would love to hear from you.

About the Role

We are seeking an experienced Senior Sales Manager to drive sales of our fund offering in Switzerland.

In this role, you will take ownership of new-business development—from market mapping and proactive outreach to investor meetings, due diligence coordination and subscription follow-through. You will develop a clear understanding of our funds, their investment strategies and risk profiles, and communicate their relevance to different investor needs.

You will work closely with investment specialists, Client Relationship Management, Legal, Compliance and Operations to deliver a professional investor experience and ensure sales activities remain within approved distribution arrangements and applicable regulatory requirements.

You will have the following responsibilities

- Acquire new investors and generate net new assets for our funds, with clear accountability for agreed sales targets
- Develop and execute a sales plan for Switzerland, prioritizing investor segments, target accounts and distribution opportunities
- Build your own pipeline through proactive outreach, networking, referrals, industry events and targeted prospecting
- Establish relationships with decision-makers at family offices, external asset managers, private banks, institutional investors and other relevant intermediaries
- Lead investor discussions and presentations, explaining fund strategies, portfolio construction, performance, fees, liquidity terms and material risks clearly and accurately
- Convert qualified opportunities into subscriptions, coordinating investment due diligence, onboarding and follow-up with the relevant internal teams
- Develop distribution relationships and coordinate platform or intermediary onboarding where appropriate and approved
- Maintain disciplined pipeline management, documenting activity in the CRM and providing reliable forecasts, opportunity updates and visibility over expected subscriptions
- Gather market intelligence and investor feedback to help shape sales positioning, marketing materials and future fund development
- Collaborate with investment and control functions to ensure investor communications use approved materials and respect investor eligibility, product availability and distribution restrictions

What you bring along

Required Skills & Qualifications

- Proven success in fund sales or investment-product distribution in Switzerland, with a track record of acquiring new clients and raising assets
- A genuine hunter mindset, demonstrated through self-generated opportunities, persistent prospecting and the ability to

move relationships from initial contact to investment
- An established, relevant Swiss investor network, with access to investment decision-makers rather than solely operational contacts
- Strong understanding of investment funds, including investment strategies, performance metrics, risk profiles, liquidity terms and fees
- Ability to navigate sophisticated sales processes, including investor due diligence, investment committees and intermediary onboarding
- Commercial discipline, with experience managing a sales pipeline, forecasting and delivering against measurable targets
- Understanding of the Swiss fund-distribution environment, including investor classification and the importance of product-specific marketing and distribution restrictions
- Excellent presentation, negotiation and relationship-building skills, with the ability to explain complex investment concepts credibly
- A proactive, resilient and accountable working style, combined with sound judgment and a commitment to compliant sales practices
- Fluency in English and German
- Willingness to travel regularly within Switzerland

Preferred Qualifications

- Experience selling alternative investment funds or digital-asset investment strategies
- Existing relationships with Swiss family offices, external asset managers, private banks or institutional allocators active in alternative investments
- Familiarity with crypto markets and the investment opportunities and risks associated with digital assets
- Experience distributing offshore funds to eligible investors in Switzerland
- Experience securing fund access through investment platforms, private banks or distribution partners
- A relevant investment qualification, such as CFA or CAIA

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
- **Crypto Salary:** Option to get a part of your salary in Bitcoin and/or Ether
- **Fitness:** Sport over lunch activities
- **Location:** Office location in crypto valley right next to the train station of Zug
- **Workation:** Enjoy the flexibility of working across designated EU countries, with up to 20 days a year to combine work and travel

Please note that for this position, only direct applications with a valid working permit for Switzerland will be considered.

Apply now