

# Job Description: SaaS Account Executive (MENA Region)

Department: Sales

Location: Dubai HQ / Remote (MENA Region)

Reports To: Head of Sales

Job Grade: S3

Date Created: [Date]

## Summary

The SaaS Account Executive (AE) is a quota-carrying sales role responsible for driving revenue growth by identifying, qualifying, and closing new enterprise accounts across the Middle East and North Africa (MENA) region. The AE must possess a deep understanding of AI-driven workflow solutions and effectively articulate the value proposition of NexaCore's platform to C-level executives and IT decision-makers.

## Key Responsibilities

1. **Revenue Generation:**
  - Manage the full sales cycle from initial contact to contract closing within assigned territories/verticals.
  - Consistently meet or exceed quarterly and annual revenue targets ([USD \$X Million] target).
2. **Client Engagement:**
  - Develop and maintain strong relationships with key stakeholders in enterprise accounts.
  - Conduct compelling product demonstrations and presentations that clearly link NexaCore's AI features to the client's specific operational pain points.
3. **Pipeline Management:**
  - Maintain accurate and up-to-date sales activities, pipeline status, and forecasting in the CRM system (see **CRM Usage Guide**).
  - Develop strategic account plans for target enterprises.
4. **Regional Expertise:**
  - Demonstrate cultural sensitivity and business acumen relevant to the MENA market, adjusting sales tactics and communication styles as needed.

## Required Qualifications

- Bachelor's Degree in Business, Marketing, or Technology-related field.
- **4+ years** of proven, quota-carrying B2B SaaS sales experience, with a track record of closing 6-figure deals.
- Fluency in English and **[Arabic/French]** is required, given the regional focus.

- Demonstrable understanding of AI, automation, or enterprise workflow software.
- Expertise in negotiation, deal structuring, and contract review.

## **Key Performance Indicators (KPIs)**

- **Total Contract Value (TCV)** closed per quarter.
- Number of qualified opportunities generated.
- Sales cycle length (average days from qualified lead to close).
- Pipeline Health and Forecast Accuracy.