



Powered by Generali

Position: Sales Development Representative
Business area: Global Identity and Cyber Protection
Location: Washington, DC or Remote

Position Summary

Iris® Powered by Generali is looking for a results-driven **Sales Development Representative** to actively seek new business opportunities and engage with prospective clients. Iris is a leader in Business to Business to Consumer (B2B2C) identity and cyber protection, serving top brands in the financial, insurance, and security markets, and protecting the identities of millions of consumers. You will be responsible for developing new leads, communicating with prospective clients, understanding their needs, generating interest, and setting up meetings between them and Business Development Directors. We are looking for someone who enjoys the chase and is hungry for success.

This role is full-time. We look to hire the best and work-life flexibility has always been core to our culture. This is a hybrid role, with the expectation to come into our DC office twice a week if local. We offer a beautiful newly built-out office near Georgetown in Washington, DC with free snacks, drinks, gym, and other amenities.

This role will be embedded in the Sales team with a dotted line to our Marketing team with key responsibilities focused on inbound/outbound prospecting and bringing together insights from sales and marketing to deliver compelling campaigns.

Position Responsibilities

- Proactively research, identify, and target new business opportunities
- Qualify leads from marketing campaigns as sales opportunities and follow up via email and phone
- Participate in weekly marketing and sales meetings, strategy sessions, etc. to gain understanding of marketing and sales campaigns, goals, etc.
- Be the subject matter expert on our Sales CRM
- Contact potential prospects through cold calls, emails, and other methods as appropriate
- Present our company to potential clients
- Identify prospects' needs and suggest appropriate products/services
- Set up meetings or calls between prospective clients and Business Development Directors
- Participate in pre and post event meetings to help determine sales and marketing strategies
- Achieve appointment setting objectives and report results on a weekly basis to Sales and Marketing management

Education and Experience

Finding the right person is more important than checking a list of tick boxes; however, here are a few types of experiences the person we are looking for might have:

- Proven work experience as a Sales Development Representative, Sales Account Executive, or similar role
- Hands-on experience with sales prospecting techniques like cold calling/emailing and social media outreach
- Experience working in a CRM, preferably HubSpot, creating lists, sequences, managing assigned leads, etc.
- Experience working with ZoomInfo or contact finder tool
- Track record of achieving sales quotas

Knowledge and Skills

- Understanding of sales performance metrics
- Driven to meet and/or exceed sales goals
- Excellent verbal and written communication skills
- Ability to deliver engaging presentations



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About Iris® Powered by Generali

At Iris® Powered by Generali, it's not really about us. It's about how identity theft and cybercrime have become a reality for too many. It's about understanding that people lead busy lives and are doing their best to manage everything but need help protecting their data. It's about making a person feel whole again, when despite their best efforts, they've still become a victim. It's about understanding that many companies do what we do – just not like we do (we'll give you a hint why: it has to do with our people).

At Iris, it's about our customers and partners... but it's also about you. We're a B2B2C global care company that is looking for talented, compassionate people to help build our identity & cyber protection technology, assist victims in resolving identity fraud cases, sell our products and services to other companies that care as much as we do about keeping identities out of the hands of criminals, and more.

And while some companies may say they're an equal opportunity employer, they're not just words to us: we're a diverse group that boasts an executive team made up of 50% women and more than 50% people of color. We welcome and encourage all men; women; people of color; lesbian, gay, bisexual, transgender, queer, and non-binary people; veterans; parents; and individuals with disabilities to apply. Pronoun preference(s) are encouraged to be voiced at any stage in the application process.

Iris' global headquarters are in a beautiful, newly built-out office space inside the World Wildlife Fund building in the quintessential West End neighborhood of D.C.

If being part of a people-first, technology-forward organization sounds like the right place for you, don't wait to apply! We're excited to bring new faces to our growing Iris family and are always looking for top talent to fill our positions.