

Business Development Executive — New Business (Ecosystem-wide)

Carbon Footprint Ltd (CFP) · Commercial Team · Reports to: Head of Sales

Role Overview

This is a new-business acquisition role, pitched across the whole sustainability and compliance ecosystem that Carbon Footprint sells into — voluntary and compliance carbon markets, ESG/sustainability advisory, and compliance schemes such as ESOS — not a single-product hunter. The Business Development Executive builds relationships with new corporate logos wherever they sit in that ecosystem, then brings in the right Carbon Footprint product or specialist colleague once the door is open. In practice, High Integrity Carbon Credits are expected to account for roughly 70% of this seat's revenue, with the remaining ~30% coming from the wider portfolio (Sustrax, Verifications, Supply Chain Footprint, Net Zero Target Setting, ESOS Phase 4, Product Footprint). The role reports to the Head of Sales and sits within the Sales team alongside Existing Account Management and our Partner Program.

Key Responsibilities

- Proactively prospect and build a pipeline of new-to-CFP corporate logos across the ecosystem — corporates, consultants, brokers and industry bodies working in carbon, ESG and compliance.
- Lead with whichever CFP product best fits where the prospect sits in that ecosystem, rather than opening every conversation with the same pitch.
- Own the sales process end to end for High Integrity Carbon Credit deals — qualifying, presenting the case (ICVCM CCP, removals vs. avoidance, UN SDG-linked), negotiating and closing — since these remain the role's main revenue driver.
- Once an account is open, cross-sell CFP's wider portfolio (Sustrax, Verifications, Supply Chain Footprint, Net Zero Target Setting, ESOS Phase 4, Product Footprint), bringing in specialist colleagues where needed.
- Work with Marketing and the Partner Program to turn leads, webinars and events into qualified new-business conversations.
- Keep Capsule (CRM) accurate and up to date: pipeline stage, deal value, next steps and forecast.
- Represent CFP at industry events, conferences and webinars across the ecosystem to build the new-business network.
- Feed market intelligence (buyer appetite, competitor activity, pricing) back to the Head of Sales and Leadership Team.

Target Mix: Credits vs. Other Products

This role is pitched and measured across the whole ecosystem, not as a single-product seller — but High Integrity Carbon Credits are expected to generate the large majority of its revenue.

Focus	Anticipated share of revenue
High Integrity Carbon Credits	~70%
Other CFP products	~30%

This split is a planning assumption, not a ceiling — the exec is expected to sell the full portfolio wherever there's an opening across the ecosystem. The exact quota and OTE split against this mix are TBC, pending sign-off with the Head of Sales.

What Success Looks Like

- A growing roster of new logo corporate accounts won anywhere across the ecosystem — not only from direct credit-buyer outreach.
- High Integrity Carbon Credits will be the majority revenue driver, as planned.
- A healthy cross-sell attach rate — new accounts going on to also buy at least one other CFP product.
- Strong, accurately forecast pipeline coverage against the role's quota.

Specific numeric targets — new-logo count, £ quota — are TBC, to be set once this role is signed off, not invented here.

Candidate Profile

- At least 5 years' B2B sales experience with a demonstrable new-business / new-logo track record, ideally in a SaaS environment. Experience in sustainability / environmental compliance would be preferable, though experience in adjacent fields such as SHEQ, energy services, waste services, etc. would be acceptable.
- Comfortable with long, consultative enterprise sales cycles and senior stakeholders (sustainability leads, procurement, C-suite).
- Confident and credible cross-selling across a multi-product portfolio, not just a single line.
- Excellent face-to-face and phone communication skills — builds relationships through real conversation, not just email.
- Genuine interest in voluntary carbon markets (ICVCM CCP, removals vs. avoidance, High Integrity Carbon Credits, UN SDGs); CFP will train a strong generalist BD hire who doesn't have this yet.
- Numerate, organised, and disciplined about CRM and pipeline hygiene.
- A self-starter, comfortable prospecting from a standing start rather than working an existing book.

Reporting Line & Team

This role reports to the Head of Sales. It sits within the wider Sales team alongside Existing Accounts (Known to CFP) and the Partner Program, and works closely with Marketing on lead generation and events. It is a distinct, new-business-focused, ecosystem-wide seat — separate from the Existing Accounts / Repeat Business & Retention roles.

Role Details

- **Job title:** Business Development Executive
- **Location:** Basingstoke - Office-based during onboarding; hybrid once up to speed, with 3 office days a week at steady state
- **Hours:** Full-time
- **Compensation:** Base salary + uncapped commission structure - competitive
- **Start date:** ASAP