



Offre n°2025-09066

Business Developer (Potential Cofounder)

Type de contrat : Fixed-term contract

Niveau de diplôme exigé : Graduate degree or equivalent

Fonction : Support functions

Niveau d'expérience souhaité : From 5 to 12 years

A propos du centre ou de la direction fonctionnelle

The Inria University of Lille centre, created in 2008, employs 360 people including 305 scientists in 15 research teams. Recognised for its strong involvement in the socio-economic development of the Hauts-De-France region, the Inria University of Lille centre pursues a close relationship with large companies and SMEs. By promoting synergies between researchers and industrialists, Inria participates in the transfer of skills and expertise in digital technologies and provides access to the best European and international research for the benefit of innovation and companies, particularly in the region. For more than 10 years, the Inria University of Lille centre has been located at the heart of Lille's university and scientific ecosystem, as well as at the heart of Frenchtech, with a technology showroom based on Avenue de Bretagne in Lille, on the EuraTechnologies site of economic excellence dedicated to information and communication technologies (ICT)

Contexte et atouts du poste

SHORA is a startup project supported by Inria Startup Studio that addresses the biggest pain in e-commerce: turning visitors into buyers. Today, fewer than 3% of shoppers complete a purchase and most of the remaining 97% drop off because of UI friction. SHORA predicts how a website's interface influences conversion and recommends concrete improvements. We train our ML models on visual and structural elements from millions of websites, and they learn UI patterns that drive sales based on HCI principles. The project is entering a validation phase to deploy with early clients. Our goal is to move from prediction to proof by tracking real conversions. This will make us the first platform that bridges UI theory with proven conversion outcomes. We seek a business developer who can understand our product, build relationships with early clients, drive, retain, and grow sales during this validation phase.

Mission confiée

You will contribute to our go-to-market strategy and build a revenue engine.

You will work closely with our technical team to shape the product direction through client feedback.

Principales activités

- Contribution to go-to-market (GTM): segment, position, and price the initial clients.
- Sales execution: land first 5–10 pilot customers, then scale to 100+ paying accounts.
- Partnerships: recruit & enable CRO / UX agencies as channel partners.
- Revenue stack : set up CRM, dashboards, and forecasting process.
- Fundraising support : co-lead Seed round with the CEO.
- Team building : hire & coach the first AEs/CSMs; codify the sales playbook.

Compétences

Appreciated skills: CRO expertise, startup experience, fundraising

Your CRO contacts pick up on the first ring and introduce you to two more.

- Network among Shopify / Presta / Woo / Adobe merchants and CRO agencies.
- Familiarity with A/B testing, GA4/Matomo, and growth frameworks.
- Comfort articulating UI / UX principles and web-performance metrics to clients.
- Prior co-founder, first-sales-hire, or early-stage GTM leadership role.
- Exposure to Seed/Series A fundraising and investor due diligence.
- Ability to thrive amid resource constraints and rapid product iterations.

Avantages

- Subsidized meals
- Partial reimbursement of public transport costs
- Leave: 7 weeks of annual leave + 10 extra days off due to RTT (statutory reduction in working hours) + possibility of exceptional leave (sick children, moving home, etc.)
- Possibility of teleworking and flexible organization of working hours
- Professional equipment available (videoconferencing, loan of computer equipment, etc.)
- Social, cultural and sports events and activities
- Access to vocational training
- Social security coverage

Rémunération

According to the profile

Informations générales

- **Ville** : Lille
- **Centre Inria** : [Centre Inria de l'Université de Lille](#)
- **Date de prise de fonction souhaitée** : 2025-10-01
- **Durée de contrat** : 12 months
- **Date limite pour postuler** : 2025-08-31

Contacts

- **Équipe Inria** : STIP-LNE
- **Recruteur** :
Maurice Gregoire / gregoire.maurice@inria.fr

A propos d'Inria

Inria est l'institut national de recherche dédié aux sciences et technologies du numérique. Il emploie 2600 personnes. Ses 215 équipes-projets agiles, en général communes avec des partenaires académiques, impliquent plus de 3900 scientifiques pour relever les défis du numérique, souvent à l'interface d'autres disciplines. L'institut fait appel à de nombreux talents dans plus d'une quarantaine de métiers différents. 900 personnels d'appui à la recherche et à l'innovation contribuent à faire émerger et grandir des projets scientifiques ou entrepreneuriaux qui impactent le monde. Inria travaille avec de nombreuses entreprises et a accompagné la création de plus de 200 start-up. L'institut s'efforce ainsi de répondre aux enjeux de la transformation numérique de la science, de la société et de l'économie.

L'essentiel pour réussir

- Consistently beat quota in B2B SaaS (ACV > €50 k).
- Own complex cycles end-to-end: prospect ? POC ? signature ? ARR ? upsell.
- Skilled in outbound, consultative discovery, and value-based negotiation.
- Hands-on mastery of CRM hygiene, pipeline analytics, and forecasting accuracy.
- Fluent French & English; data-literate with dashboards and basic SQL.

Attention: Les candidatures doivent être déposées en ligne sur le site Inria. Le traitement des candidatures adressées par d'autres canaux n'est pas garanti.

Consignes pour postuler

Sécurité défense :

Ce poste est susceptible d'être affecté dans une zone à régime restrictif (ZRR), telle

que définie dans le décret n°2011-1425 relatif à la protection du potentiel scientifique et technique de la nation (PPST). L'autorisation d'accès à une zone est délivrée par le chef d'établissement, après avis ministériel favorable, tel que défini dans l'arrêté du 03 juillet 2012, relatif à la PPST. Un avis ministériel défavorable pour un poste affecté dans une ZRR aurait pour conséquence l'annulation du recrutement.

Politique de recrutement :

Dans le cadre de sa politique diversité, tous les postes Inria sont accessibles aux personnes en situation de handicap.