



## **Sales Development Representative (SDR) – Middle East**

**Overview:** Xona Systems is seeking an energetic and results-driven Sales Development Representative (SDR) to join our growing team. Reporting directly to the CMO, this role sits at the intersection of Marketing and Sales—focused on identifying, qualifying, and engaging new business opportunities in critical infrastructure industries.

The ideal candidate is a proactive, self-starter with 3–5 years of experience in B2B lead generation, enterprise outreach, and early-stage sales pipeline development. You thrive in a collaborative environment, are excited to work hands-on with both marketing and field sales, and bring a strong understanding of cybersecurity and remote access technologies.

**Location:** Remote worker based in the Middle East (UAE preferred).

### **Description:**

- You are an exceptional communicator and confident prospector, equally comfortable on the phone, over email, on LinkedIn, or at a trade show booth.
- You understand that pipeline is power and that great SDRs don't just follow up on leads, they generate them.
- You are strategic in how you approach the top of the funnel, working with field sales and marketing to tailor outreach sequences and messaging to resonate with Xona's diverse personas, from OT operators to CISOs.
- You use HubSpot, Salesloft, and LinkedIn Sales Navigator daily to build pipeline, manage workflows, and maintain impeccable records.
- You are motivated by curiosity, driven by metrics, and passionate about contributing to a mission-driven company protecting the cyber resilience of critical infrastructure.
- You enjoy working closely with marketing to test messages, improve conversion rates, and accelerate results.

### **Responsibilities:**

- Execute outbound campaigns (email, phone, social) to engage ICP targets in assigned territories.
- Respond to inbound leads promptly and professionally to qualify and convert interest into meetings.
- Schedule discovery meetings for Account Executives and channel partners with qualified prospects.
- Collaborate with marketing to refine campaigns, messaging, and persona-based sequences.



- Partner with regional sales reps to ensure territory coverage, account alignment, and personalized outreach.
- Support pre- and post-event lead engagement, including scheduling meetings at key tradeshows.
- Maintain accurate, up-to-date information in Salesforce and outreach platforms.
- Meet or exceed KPIs such as meetings booked, conversations held, conversion rates, and qualified pipeline generated.
- Stay informed on Xona's platform, cybersecurity trends, and critical infrastructure challenges.

### **Requirements:**

- 3–5 years in a similar SDR or BDR role, preferably in cybersecurity, SaaS, or enterprise tech.
- Demonstrated success generating pipeline via outbound campaigns.
- Familiarity with cybersecurity concepts and/or remote access technologies.
- Proficiency with Salesforce, HubSpot, Salesloft/Outreach, and LinkedIn Sales Navigator.
- Strong written and verbal communication skills with an ability to craft persona-relevant messaging.
- Excellent time management and organization skills with attention to detail.
- Self-motivated, curious, and coachable with a bias toward action.
- Willingness to travel occasionally for events or internal meetings.

### **Desirable But Optional Requirements:**

- Experience in the critical infrastructure sectors (e.g., energy, utilities, transportation).
- Familiarity with compliance mandates such as NERC CIP, TSA SD2, or IEC 62443.
- Understanding of persona-based sales motions and account-based marketing (ABM).
- Proficiency with multiple in region languages.