

Found by Lottie - Account Executive

-  **Title:** Account Executive
 -  **Department:** Found, Commercial. Reporting to the Head of Commercial, Found
 -  **Salary:**OTE £80,000 - £120,000 (Base Salary of £40,000 - £60,000 base) + Equity
 -  **Benefits & Culture:** See [here](#)
 -  **Equity:** A very generous EMI share offering
 -  **Holiday:** 26 days + bank holidays
 -  **Mission:** Elevate later life for everybody and build the care sector of the future
 -  **Office Policy:** Hybrid with a minimum of 2 core office days per week
 -  **Office Location:** London Bridge, London, UK
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The Opportunity:

You'll be responsible for building a dedicated SMB and independent segment for Found, and we need someone to own it. You'll run the full 360 sales cycle - prospecting, demoing, closing - for small care homes and independent operators. This isn't a typical AE role where you're handed inbound leads and told what to do. You'll build your own outbound engine, experiment with what works, and have direct access to our founders, commercial leadership, and product teams. If you're an ambitious closer who's ready to own a revenue channel and prove what you can do with real autonomy, this is the role for you!

What does this role involve?

- Own the full sales cycle from outbound through to close for SMB and independent care providers
 - Develop the outbound engine for this segment - test different approaches and iterate on what works
 - Build and manage your pipeline through outbound prospecting (calls, emails, LinkedIn, events) alongside inbound leads
 - Run discovery calls and product demos for operators running 1-20 bed facilities
 - Negotiate and close deals with MRR targets and commission based on ARR closed
 - Collaborate with Customer Success for smooth handoffs and onboarding and with Product/Engineering to share market insights
 - Cover both home care and care home operators in the SMB/independent space
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What problems will you be solving?

- Building a new revenue channel that hasn't had dedicated ownership before.
 - Generating consistent pipeline through creative outbound while maximising inbound conversion.
 - Communicating Found's value to smaller operators who may be less tech-savvy and need clear ROI.
 - Establishing repeatable processes for SMB sales that can scale as the company grows.
 - Providing product feedback from a segment that has specific needs and challenges.
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We think you'll be a great fit if...

- You have at least 12 months of closing experience in a B2B sales role and have consistently exceeded targets.
- You're comfortable with outbound prospecting and don't need a constant stream of inbound leads to succeed.
- You're personable and a natural relationship-builder - people warm to you on calls.
- You naturally tie conversations back to ROI and business impact for the customer.
- You've built pipeline through creative outbound strategies, not just worked inbound leads.
- You think strategically about sales and enjoy contributing to how we build and scale processes.
- You're ready to own this channel for at least 12 months and build something meaningful.
- Bonus: Experience in B2B SaaS, especially selling to operationally-focused or less tech-savvy buyers.

Sound like you but not quite 100%? Apply anyway - we're looking for potential and passion, not perfect CV match

This role isn't for you if...

- You're not passionate about elevating later life for everybody – our mission is at the heart of everything we do.
 - You're not comfortable with outbound prospecting and your previous experience has focused on inbound motions.
 - You need highly structured processes and constant guidance.
 - You're looking for a stepping stone role and want to move into something different in 6 months.
 - You don't have proven closing experience or a track record of hitting/exceeding quota.
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Lottie's Interview Process

1. Screening interview led by Lottie's Talent Acquisition Lead.
2. First round interview led by one of Lottie's Commercial Leads.
3. Technical assessment interview with two members of Lottie's Commercial Team.
4. Final interview with Will Donnelly (Lottie's Co-Founder & CEO).

Candidate Experience: All candidates will be informed of their application status.

- Pre-Screen & First Interview: You'll receive an email notification, but no specific feedback will be provided at this stage.
- Hiring Manager Interview: If you are unsuccessful after this interview, you will receive constructive feedback via email.
- Case Study: If you are not successful after the case study, you'll receive constructive feedback via email and be offered a debrief call with our Talent Lead.

- Final Interview: For final-stage candidates who are not offered the role, we will provide your feedback live via a phone call.
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Meet Lottie

Founded with a mission to build the care sector of the future, Lottie is creating the AI operating system for social care - designed to unlock profitability for care providers and to make finding care as easy as booking a holiday on Airbnb.

Launched in London in July 2021, Lottie has raised over £25m from tier 1 venture capital funds (Accel and General Catalyst) and is widely recognised as one of Europe's fastest growing tech companies. Most recently, Lottie was the acclaimed winner of Deloitte Fast 50, LinkedIn Top Startups and Startups 100.

As of today, Lottie offers three core products and services, including:

- **Lottie (B2B2C Marketplace)** - Free service that helps families find the UK's best care homes and home care services.
 - **Found by Lottie (B2B Vertical SaaS)** - AI-native OS software supporting care providers to best manage their enquiries, occupancy and finances.
 - **Seniorcare by Lottie (B2B Vertical SaaS)** - Employee benefit helping companies deliver outstanding eldercare support to their employees.
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Why Lottie?

- **Career Opportunity** - A career-defining opportunity to own a revenue channel from day one and build the SMB/Independent segment for Lottie.
 - **Early Hire Benefits** - Be an early hire at one of the UK's fastest growing startups and benefit from fast career progression, as well as a generous stock options package.
 - **Mission** - Tech for good that aims to build the care industry of the future and to positively impact millions of people's lives. Care is one of the final remaining large consumer industries that is yet to be disrupted and positively revolutionised by technology.
 - **Investors** - Series A backed startup having raised £25m+ from tier 1 venture capital investors including Accel and General Catalyst.
 - **Global Opportunity & Scalability** - Be part of a company that is solving a real tangible problem that every family around the world faces at some point in their life.
 - **People** - Join a kind, talented and mission driven team that loves coming to work every day.
 - **Culture** - Excellent employee compensation/benefits, hybrid office policy and outstanding company culture with a 5/5 employee review score on Glassdoor.
 - **Award Winning** - Acclaimed winner of [Deloitte Fast 50](#), [LinkedIn's "Top Startups"](#), the [Startup.co.uk 100 Index](#) and most recently 20th in [The Sunday Times 100 Tech 2026](#).
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We want to create an inclusive environment that celebrates the diversity of our people whilst enabling them to do the best work of their careers. We are committed to ensuring that all our people processes are equitable. All applicants will be considered for employment without attention to ethnicity, religion, sexual orientation, gender identity, family or parental status,

national origin, veteran, neurodiversity status or disability status. If you require reasonable accommodations during the application or interview process, please let us know at alice.rooke@lottie.org.