

GROWTH · SALES & MARKETING · LONDON

Founding SDR

About Us

AI Score is the intelligence platform for enterprise AI, powering secure and successful AI innovation.

As organisations accelerate their use of AI, governance, visibility, and strategic control are failing to keep pace. Risk is expanding unchecked, oversight is fragmented, and leadership teams lack a clear, trusted view of how AI is being used across their business.

AI Score provides a unified intelligence layer across AI models, tools, agents, and workflows. We give organisations real-time visibility, automated governance through policy-as-code, and data-driven insight that enables confident, resilient decision-making at scale.

We work with tier-one global enterprises in highly regulated environments and are backed by a world-class team spanning national security, enterprise technology, and category-defining go-to-market leadership.

We are hiring our founding SDR to build the outbound engine from the ground up and become the first line of the AI Score revenue story.

About the Role

As our founding SDR, you are the first point of contact between AI Score and the enterprises we're built for.

You'll build and run pipeline generation from scratch — through outbound prospecting — and work closely with our founders and Head of Sales to convert interest into qualified opportunities. There is no existing playbook to inherit; you're writing it.

This is a hands-on, high-visibility role in a seed-stage company. Your work directly shapes revenue outcomes, go-to-market strategy, and how AI Score is positioned in the market from day one.

What You Will Do

Pipeline generation

- Own outbound strategy end to end: cold calls, cold emails, and smart LinkedIn engagement
- Map buying groups within target accounts and tailor outreach to each stakeholder
- Build and maintain target account lists in partnership with leadership
- Own top-of-funnel metrics: activity, connect rate, meetings booked, and qualified pipeline generated

Building the function

- Design and iterate the outbound playbook: messaging, sequences, cadences, and qualification criteria
- Establish clean handoffs to the founders and Head of Sales with clear context on prospect needs
- Test channels and messaging, then document and systematise what works
- Give product and marketing direct field feedback on positioning and objections

Discovery and qualification

- Run first-conversation discovery with security, risk, compliance, and technical stakeholders
- Qualify using a structured framework (e.g. MEDPIC) and support deal progression alongside the founders and Head of Sales
- Identify genuine buying signals versus polite interest
- Document requirements and pain points clearly enough for the team to pick up without re-discovery

Tooling and reporting

- Own the SDR tech stack: CRM is Hubspot; sequencing and prospecting tools are still TBD, and you'll have real influence over what we pick
- Use data to continuously optimise your pipeline and outreach
- Bring or build AI-augmented prospecting: signal-driven workflows and hyper-personalised sequencing at scale — we're an AI-first company and expect you to use the best of what's out there
- Report pipeline health and experiment results to leadership on a regular cadence

Who This Role Is For

You are likely someone who:

Has real outbound reps under your belt

- You've worked in outbound SDR/BDR roles (B2B SaaS or similar) and can point to pipeline you personally generated
- You have proven success reaching senior stakeholders inside complex organisations
- You're comfortable on the phone, in inboxes, and on LinkedIn in equal measure
- You can hold a credible conversation with security, risk, or compliance stakeholders, even without deep technical background
- You'll likely have 2+ years in sales or tech — but we care more about potential and attitude than years on a resume, and we'll level the role through a structured interview process

Wants to build, not just execute

- You've either done AI-augmented prospecting, signal-driven workflows, and hyper-personalised sequencing at scale — or you're itching to
- You're energised by a blank page — first hire on a function, first version of everything
- You document what works so it survives beyond you

Thrives in high-trust, high-scrutiny environments

- You qualify and disqualify honestly rather than chasing vanity activity numbers
- You communicate precisely and don't over claim capability to get a meeting
- You take structured, disciplined ownership of your pipeline and your time

Is genuinely excited by AI

- You want to build with and use the latest AI tools, not just tolerate them
- You're naturally curious — testing new tools and workflows without being told to
- Fitting, since you'd be selling an AI governance platform: we practise what we preach

Who This Role Is Not For

- Someone who wants an established playbook, mature tooling, and a large team around them from day one
- Someone who needs close daily management to stay productive
- Someone who's only worked transactional, low-complexity SMB sales cycles and isn't drawn to enterprise, regulated buyers
- Someone looking for a stepping-stone role with no interest in shaping strategy or staying past the first year

Unfortunately sponsorship is not available.
Applicants must already be living in the UK.