Delta-X RESEARCH

Job Description

Job Title:	Account Executive	**Location:**	Remote
Reports To:	Director | Sales	**Created:**	October 2026
Department:	Sales	**Revised:**	

ROLE PURPOSE

The Account Executive is responsible for Delta-X Research's sales and customer relationships across North America. This role owns strategic territory execution, manages complex B2B software sales cycles, and builds long-term relationships within the electric power industry. Using a consultative, science-based approach, the Account Executive helps customers understand the operational, reliability, and financial value of Delta-X Research's decision-support tools and gives them the confidence to partner with Delta-X Research.

KEY RESPONSIBILITIES

Sales Execution and Revenue Growth

- Meet and exceed quarterly and annual booking targets by identifying, qualifying, and closing new business with new and existing accounts, expanding Delta-X Research's footprint across North American utilities and energy-intensive industries.
- Execute a strategic territory and account plan that drives engagement with target accounts and current customers.
- Manage sales deals end to end, from qualification through negotiation and contracting.
- Work closely with Customer Operations, Marketing, Product Management, Finance, and Research to support sales objectives.
- Engage and support channel partners, including manufacturers' representatives and value-added resellers, where applicable.

Consultative Selling and Customer Relationship Management

- Serve as the primary relationship owner for existing North American customers, staying in regular contact to understand their transformer fleets, priorities, and changing needs.
- Clearly explain the value of Delta-X Research's science-based decision-support tools to senior operations, engineering, and IT stakeholders.
- Identify customer challenges, risk exposure, and operational pain points to inform an effective and consultative sales approach.
- Manage multiple complex sales processes at once, keeping each one moving and accurately documented.
- Build trusted, referenceable relationships that customers are glad to stand behind.
- Support subscription renewals and identify opportunities to introduce customers to additional Delta-X Research products.
- Ensure a positive customer experience across the full sales and renewal lifecycles.

KEY RESPONSIBILITIES

Pipeline Development and Reporting

- Prospect within target market segments across North America, including generation, transmission, and distribution utilities, as well as industrial operators.
- Build a detailed understanding of each customer's organizational structure, competitive landscape, and technology environment.
- Help develop and run marketing and email campaigns that generate demand and build a healthy, steady pipeline.
- Maintain accurate sales forecasts and clear visibility into the pipeline.
- Keep CRM data entry and reporting timely and accurate.

Events and Travel

- Represent Delta-X Research at industry conferences and trade shows across North America, including both setup and teardown, and engage directly with attendees.
- Travel regularly within Canada and the United States to meet with customers, representatives, and prospects.

SKILLS & EXPERIENCE

Education

- Bachelor's degree in business, engineering, science, or a related field.
- An equivalent combination of education and relevant professional experience will be considered.

Experience

Experience – Must Have:

- Three or more years of B2B software or SaaS sales experience with individual quota responsibility, plus a demonstrated record of meeting or exceeding that target.
- Experience selling software solutions, preferably within a SaaS business model.
- A track record of managing and closing complex sales cycles involving multiple stakeholders.
- Experience engaging customers at all organizational levels, from field personnel to executive leadership.
- Experience managing and growing an existing customer base through long-term account relationships.

Experience – Preferred:

- Experience selling to electric utilities, particularly in substation maintenance or asset management.
- Experience managing or supporting channel partners, such as manufacturers' representatives or value-added resellers.
- Experience related to dissolved gas analysis, transformer monitoring, or substation field testing.
- Experience speaking or presenting at industry conferences or customer workshops.

SKILLS & EXPERIENCE

Knowledge, Skills, and Abilities

Knowledge:

- Strong understanding of B2B and SaaS sales models.
- Familiarity with the electric power grid, utility operations, and asset reliability concepts.

Skills:

- Excellent written and verbal communication, with the ability to explain complex technical concepts clearly and plainly.
- Strong consultative selling, negotiation, and presentation skills.
- Proficiency with CRM tools and standard business software.
- Strong relationship-building skills, with the credibility to earn the trust of engineers and asset managers.

Abilities:

- Able to manage competing priorities and multiple opportunities.
- Able to work independently in a remote role while collaborating effectively across teams.
- Comfortable operating in a small, hands-on team, owning the pipeline end to end from prospecting through close.
- Willing and able to travel up to 40% within Canada and the United States.
- Holds a valid passport and is able to travel internationally. International travel is not a regular part of this role.

KEY RELATIONSHIPS

- Customer Operations
- Marketing
- Finance
- Renewals
- Product Management
- Research