

Emmen, January 22,  
2025

[Swisens AG, Meierhofstrasse 5a, CH-6032 Emmen](#)

**Position: Head of Marketing/Sales (CMO) and member of the Executive Board**

Are you looking for creative freedom, have a talent for marketing and sales, an affinity for technology and want to get started in a dynamic start-up? Then you've come to the right place! We are looking for a motivated team member with leadership talent to support us in marketing and selling our technology.

We at Swisens AG, based in Emmen, develop and produce high-precision measuring systems and solutions for measuring and monitoring aerosol particles. Swisens is revolutionizing environmental and process monitoring through new measurement methods and the automatic identification of particles in real time. We detect bioaerosols, pollutants and other solid particles in the air and make an active contribution to better health, scientific knowledge and productivity worldwide.

We are looking for you immediately or by arrangement as:

**Head of Marketing/Sales (CMO) and Member of the Executive Board (m/f/d), 100%**

Your core tasks include:

- You manage the Marketing/Sales department and are responsible for building and developing the marketing and sales team
- You are responsible for the planning, design and implementation of integrated marketing activities and campaigns across multiple channels with the support of Sales, R&D, Service and external partners.
- You are responsible for the sales strategy and are actively involved in sales
- You manage and optimize the marketing & sales budget
- Together with the management, you will take responsibility for the development of our international sales partners
- You are responsible for carrying out market potential analyses and identifying new opportunities and business opportunities
- You take an active role in business development and help to drive internationalization and implement new business models
- You take part in international trade fairs and conferences
- You enjoy the key user role of our CRM system (HubSpot)
  
- As a member of the management team, you will be involved in the company's development and actively shape structures, processes and corporate culture in order to promote the growth and efficiency of our company.

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What you bring with you:

- A Bachelor's or Master's degree in marketing, business administration further training in marketing/sales
- Basic technical training, ideally in IT, electrical engineering or business informatics
- Several years of experience in marketing/sales, especially in B2B and B2G, preferably in the capital goods industry
- A pronounced service orientation and a keen sense for customer needs
- Excellent leadership and communication skills, as well as persuasiveness
- Very good written and spoken German and English, other languages are a plus
- Experience in using digital tools such as MS Office 365, Adobe Creative Cloud, CRM systems, CMS systems etc. an advantage
- Quick comprehension, problem-solving skills, ability to work in a team and resilience
- A self-motivated and results-oriented attitude, with the ability to work independently in a dynamic environment.

What you can expect from us:

- A young and innovative company. Together, we have big plans for our solutions, e.g. in combating pollen allergies or improving air quality
- We are an open team and meet as equals in order to develop the company together
- Great scope for action and a varied, meaningful field of activity
- An international and culturally diverse market environment with travel (up to 20%)
- Flexible working and a modern infrastructure at our headquarters in Emmen (Lucerne)

Have we piqued your interest? We look forward to receiving your application at [jobs@swisens.ch](mailto:jobs@swisens.ch) .