

Can you help us grow
our high-potential
product?

Acteon

Business Development Manager

(Full-Cycle Sales)

Thank you for your interest in this position. This document will give you more information about Acteon, our work, and this role. On the next page you will find details explaining how to make your application.

Acteon is a Cambridge-based agency and consultancy that creates communication and learning to help people flourish at work. We work with international clients across a wide range of sectors.

Our projects help people make better choices at work, work more efficiently, be safer, embrace diversity, develop their skills – whatever it is that makes them, and their organisations, more successful. Our projects often address complex issues where a client needs help to find its voice and promote positive change within the organisation.

For example:

- We've created dynamic mobile e-learning to help Netflix engage and inspire new joiners in film and TV production roles.
- Co-op saved millions of pounds through a major change initiative where Acteon used a blended communication campaign to help 40,000 front-line colleagues adopt essential new behaviours.
- We work extensively with global pharmaceutical companies, with a range of work from delivering leadership workshops to helping to train sales teams with information about new drugs and disease awareness.
- We work with Boots to train UK-wide pharmaceutical colleagues, through the creation of interactive training resources delivered through a bespoke digital learning platform built by our digital team.
- We also have a software product – Breeio, a learning management system (see www.breeio.com).

We help clients find the right way to connect with their audience, creating content that surprises, delights, engages and motivates them, as well as software solutions like Breeio (breeio.com) that deliver impact and results across the organisation.

The role

We are looking for an exceptional, commercially driven Business Development Manager to join our growing team and take ownership of the full sales cycle for Breeio, our award-winning, AI-powered Learning Management System.

This is a hands-on, end-to-end sales role at a pivotal stage of Breeio's growth. You will be responsible for identifying new opportunities, running discovery and product demonstrations, and closing new business while helping us refine a scalable, repeatable go-to-market approach as we increase market penetration.

This role is ideal for a self-starter who enjoys building pipeline as much as closing deals, and who is motivated by learning, experimentation, and tangible commercial impact. You will work closely with marketing, customer success, and senior leadership, with significant influence over how Breeio is positioned, sold, and grown.

As Business Development Manager at Acteon, you will:

- Proactively identify, research, and engage target organisations through outbound prospecting (email, LinkedIn, calls, events)
- Qualify inbound and outbound leads, uncovering business challenges, buying triggers, and decision-making processes
- Run discovery calls and tailored product demonstrations that clearly articulate Breeio's value and use cases
- Manage opportunities through the full sales cycle, including follow-up, objection handling, pricing discussions, and closing
- Collaborate closely with Marketing to shape messaging, campaigns, and lead-generation activity based on buyer insight
- Work with Customer Success and Implementation teams to ensure smooth handover and strong post-sale outcomes
- Maintain accurate, up-to-date records of activity, pipeline, and forecasts within CRM
- Provide structured feedback on prospect needs, objections, and competitive dynamics to inform GTM strategy and product development
- Contribute to the development of sales playbooks, outreach sequences, and qualification frameworks as the business scales
- Represent Breeio professionally and credibly in all external conversations, acting as a trusted advisor to prospective customers

Essential skills and experience:

- Proven experience in a full-cycle B2B sales, BDM, AE, or similar commercial role
- Strong ability to prospect, qualify, and close new business independently
- Confidence running discovery conversations and delivering engaging product demos
- Experience selling SaaS, software, or technology solutions in a B2B environment (learning, HR, or people technology is an advantage)
- An understanding of consultative and value-based selling methodologies
- Ability to translate complex product functionality into compelling business outcomes
- Strong communication, negotiation, and relationship-building skills
- Comfortable working in a scaling environment
- Organised and data-driven, with experience using CRM systems and sales tools to manage pipeline and performance
- A collaborative mindset and willingness to work cross-functionally with marketing, product, and customer success teams

The ideal candidate is likely to also have:

- 3+ years' experience in B2B sales, ideally within a SaaS or technology business
- Experience selling into mid-market or enterprise organisations with multiple stakeholders
- Familiarity with HubSpot, LinkedIn Sales Navigator, and e-mail sequencing platforms
- Ambition to grow with the business and help shape how sales is done as Breeio scales.

Who we are and how we work

Acteon has just over 60 colleagues, including consultants and writers, design studio colleagues, a digital team, marketing, people and operations teams. We are a limited liability partnership (LLP) with five partners.

Our office is a beautifully converted Georgian brewery in central Cambridge. Beer-making stopped in 1972, but there's still a pub next door.

We pride ourselves on strong relationships both internally and externally. We value and listen to the opinions of all colleagues; good working relations and positive attitudes to teamwork are at the heart of our organisation. We build relationships with clients rooted in our ability to exceed their expectations, deliver outstanding work, and form positive partnerships with them. We have a strong reputation and have won multiple national awards.

As a member of a small company you'll have a chance to influence the development of Acteon and to contribute to and share in our success.

What we offer

We offer the satisfaction of stimulating and varied work performed to a high standard in a friendly and supportive environment. As a member of a small company you will have the potential to influence the development of our business and to contribute to and share in its success. The role will give you the chance to express a high degree of independence and creativity, whilst retaining the guidance and support of an experienced and dynamic team.

The role is full-time. Salary is c. £45,000 based on experience, and there is an opportunity to earn a bonus on each sale. In addition, we offer a contributory pension scheme, life assurance, gym membership, DenPlan cover, and 25 days annual holiday (in addition to statutory holidays). Most colleagues follow a hybrid working pattern with some time spent in the office and some time working from home, while others spend most of their working time in the central Cambridge office.

Making your application

To apply for this role, please send us:

1. Your CV.
2. A covering letter, briefly explaining your suitability for the role. Please state where you saw this post advertised.

Applications must be submitted by **29 April 2026**. Please send your application by post or by email to: recruitment@acteoncommunication.com

Acteon, Burleigh House, 15 Newmarket Road, Cambridge, CB5 8EG.

Following review of the applications, selected candidates will be invited to our offices for an interview.

Acteon designs and delivers blended learning to help organisations flourish. We craft creative solutions that make a real and lasting change for our clients. We provide support for strategy & design, change communication, e-learning, blended learning, mobile, video, animations, workbooks, gamification, coaching tools and learning management.

Acteon is a multi-award winning agency with an international reputation for quality and innovation.

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