



<https://www.boundlesstech.net/blogs/job/co-founder-head-of-sales-marketing-saas/>

## Co-founder / Head of Sales / Marketing (SaaS)

### Description

- Are you a Sales & Marketing Dynamo ready to build a company from the ground up?
- We are developing an innovative SaaS module and seeking a passionate, driven Co-founder to own and drive all aspects of Sales and Marketing.
- This is an equity-based position, perfect for an ambitious leader who thrives in a startup environment and is ready to turn a great product into a market success.

### Key Responsibilities

- Strategy & Execution: Develop and implement the full GTM (Go-to-Market) strategy, including pricing, positioning, and target customer identification.
- Sales Engine: Build the initial sales pipeline, close foundational deals, and establish scalable sales processes (inbound/outbound).
- Marketing Leadership: Create and lead all marketing efforts (digital marketing, content, partnerships, PR, etc.) to generate high-quality leads.
- Product-Market Fit: Work closely with the technical co-founder to refine the product based on customer feedback and market demand.

### We are Looking For

- Proven experience in B2B SaaS sales or marketing, ideally with early-stage startups.
- Deep understanding of digital marketing channels, lead generation, and CRM tools.
- A strong network and a history of achieving aggressive revenue targets.
- A 'roll-up-your-sleeves' attitude, exceptional communication skills, and an ownership mindset.
- If you're ready to share the risk, reward, and vision, let's talk. Send us your background and a brief note on why you are the right fit to scale a SaaS business.

### Pro-Tip for Advertising

- **Specify the Industry:** Be sure to swap out the bracketed placeholder with your actual SaaS focus. It will attract candidates with relevant industry experience.
- **Focus on Equity:** Since it's a co-founder role, emphasize the equity/ownership aspect over a salary (which is often minimal or non-existent in the very early stage).
- **Keep it Short:** For advertising on LinkedIn, startup job boards, or newsletters, brevity and impact are key.

### Contacts

Join Ignite & Infinite and be part of a creative team that values innovation and excellence. Apply today to contribute your design skills and grow with us!

### Hiring organization

Boundless Technologies

### Employment Type

Full-time

### Industry

Information Technology

### Job Location

Office # 9, Ground Floor, Dashtiyar Pride, Block 13-D, Gulshan-e-Iqbal, Karachi, 75400, Karachi, Sindh, Pakistan

### Working Hours

9:00 AM to 6:00 PM

### Date posted

October 16, 2025

### Valid through

30.11.2025

