steg.ai

Vice President of Business Development

Full Time — In Office — Irvine, CA

Job Description

We are looking for a VP of Business Development to help build Steg.AI's revenue engine. This is a high-ownership role focused on outbound enterprise sales, early customer acquisition, and shaping how we go to market.

You will work directly with the founders and product team, talk to customers every day, and have real influence over pricing, positioning, and sales strategy.

About Steg.AI

Steg.AI builds forensic watermarking software that helps enterprises protect their creative and proprietary content from leaks, misuse, and unauthorized distribution. Our technology embeds invisible, resilient identifiers into digital assets so companies can trace leaks, enforce accountability, and protect high-value content across internal teams, partners, and vendors.

We are an early-stage company solving a real, growing problem at the intersection of AI, content security, and enterprise risk.

What You'll Do

- Source and close new enterprise customers through outbound prospecting and founder-assisted sales
- Own deals end to end: outreach, discovery, demos, pilots, negotiation, and close
- Sell a technical product to a mix of marketing, creative, business, legal, security, and technical stakeholders
- Help refine Steg.AI's ICP, messaging, and sales playbooks based on real customer conversations
- Provide direct feedback to product and engineering on customer needs and objections
- Build and maintain a strong pipeline using lightweight sales tooling (CRM, sequencing, etc.)
- Represent Steg.AI in customer meetings, demos, and select industry events

Who You Are

- 8–12+ years of experience in enterprise B2B software sales, business development, or go-to-market leadership
- Proven track record of closing complex, high-value enterprise deals with long, multi-stakeholder sales cycles

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- Experience selling technically sophisticated products (security, infrastructure, data, or developer-focused software) into large organizations
- Comfortable operating as both a strategic seller and a hands-on individual contributor in an early-stage environment
- Demonstrated ability to shape ICP definition, messaging, pricing, and sales motion—not just execute against them
- Credible with senior buyers across legal, security, IT, compliance, and executive leadership
- Strong consultative selling approach with the ability to diagnose risk, operational gaps, and compliance concerns
- Experience working closely with founders, product, and engineering teams to translate customer needs into roadmap and positioning
- Highly autonomous, disciplined, and comfortable with ambiguity and limited process
- Motivated by building durable revenue foundations rather than inheriting a mature organization

Strong Differentiators

- Prior experience as an early sales hire at a startup (Series Seed–B)
- Experience introducing a new product category or selling a “must-have” solution that requires customer education
- Existing enterprise relationships in consumer goods, media, technology, or IP-intensive industries
- Exposure to content protection, DRM, watermarking, cybersecurity, or digital risk management solutions

Why Steg.AI

- Early, visible role with direct access to founders and decision-making
- Real influence over go-to-market strategy and sales motion
- Competitive salary, bonus incentives, and equity
- Work on a product that solves a tangible, high-stakes problem for customers

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