

Business Development Representative (BDR)

Tranzaura | UK or Ireland |

About Tranzaura

Tranzaura is a fast-growing fleet intelligence and software management platform helping fleet operators across the UK and Europe run smarter operations. Our platform, FleetNow, gives fleet managers a single pane of glass across their entire operation — connecting existing systems and using agentic AI to surface answers the moment they're needed.

We're at an exciting stage of growth and sales & marketing play a central role in how we win in the market.

The Role

We're looking for a motivated Business Development Representative to join our sales & marketing team and drive new business generation across the Irish and UK markets. This is a full-time role based in Ireland or the UK.

You'll be responsible for identifying and generating new business, networking and building relationships through proactive outreach. This role is critical to the growth, development and qualification of the sales pipeline, and to identifying new opportunities as we scale.

You'll work closely with the wider sales & marketing team - Enterprise Sales Managers, Inside Sales Representatives, Pre-Sales Engineers, BDRs, SDRs and the global marketing team - helping align outreach with the right accounts, personas and campaigns.

What You'll Be Doing

Pipeline Generation & Outreach

- Identify and generate new business opportunities through proactive outreach, networking and relationship-building
- Prospect into target accounts across the Irish and UK transport, bus and logistics markets
- Qualify inbound and outbound leads, moving them through the pipeline in line with agreed criteria
- Build and nurture early-stage relationships that convert into sales-ready opportunities

Account & Persona Development

- Support the alignment of marketing and sales by helping define and refine target account profiles and buyer personas
- Develop and maintain a database of named accounts and contacts to keep campaigns targeted at the right people
- Work with marketing to feed account and persona insight back into campaign planning

CRM & Pipeline Reporting

- Log all outreach, contacts and opportunities accurately in the CRM (HubSpot preferred)
- Keep pipeline data current so sales leadership has an accurate view of stage and volume
- Report on outreach activity and conversion, flagging trends and blockers as they emerge

What We're Looking For

Essential

- Proven new business development and lead generation skills
- Excellent written and verbal communication skills
- Self-motivated, with the ability to work independently as well as part of a team
- Comfortable managing a high volume of outreach without losing attention to detail
- Experience using CRM platforms, HubSpot preferred

Desirable

- Experience in the SaaS, transport or logistics industry
- Bachelor's degree in Business, Marketing or a related field

What You Won't Be Doing

Closing enterprise deals, negotiating contract terms and managing existing customer relationships sit with the Enterprise Sales Managers and Inside Sales Representatives. This role is about building and qualifying pipeline — making sure the right accounts and contacts are identified, engaged and handed off in good shape.

What We Offer

- Competitive base salary plus uncapped commission structure
- Comprehensive onboarding, ongoing training and clear career development pathways
- A dynamic, collaborative and supportive team culture
- The opportunity to be part of a company redefining fleet management and compliance across the UK and beyond