



Business Development Representative (BDR) – CINQUE Growth Team

Location: Hybrid / Remote

Compensation: Base Salary + Commission / Bonus Potential

Reports to: VP of Sales

Overview

Loom Security is seeking a highly motivated, energetic, and driven Business Development Representative (BDR) to join the CINQUE Growth Team and help accelerate pipeline growth, partner engagement, and market awareness for CINQUE, Loom Security's AI-native, identity-centric posture management platform.

This role is ideal for an individual who thrives in fast-paced environments, enjoys building relationships, and is passionate about modern cybersecurity, AI-driven technologies, and strategic outbound engagement.

The ideal candidate will serve as a frontline sales and business development professional responsible for identifying, researching, engaging, and qualifying prospective customers and partners. This role plays a critical part in supporting Loom Security's go-to-market strategy by generating high-quality opportunities for the sales organization.

This is not a traditional "smile and dial" role. We are looking for someone who can combine persistence, creativity, research, social engagement, AI-assisted prospecting, and modern sales development techniques to help Loom Security scale efficiently in a highly competitive cybersecurity market.

This role is ideal for a self-starter who enjoys both strategic thinking and hands-on execution while working closely with sales, marketing, customer success, channel partners, and executive leadership.

Business Development & Pipeline Generation

- Execute outbound prospecting campaigns through cold calling, email outreach, LinkedIn engagement, and social selling initiatives.
- Identify and research target accounts, key stakeholders, and prospective buyers aligned to Loom Security's Ideal Customer Profile (ICP).



- Generate qualified meetings and discovery opportunities for Account Executives and leadership teams.
- Build and nurture early-stage relationships with enterprise prospects, channel partners, and technology alliance contacts.
- Support pipeline development initiatives for CINQUE and Loom Security's cybersecurity services portfolio.
- Assist in developing creative outreach strategies tailored to cybersecurity buyers and decision-makers.
- Maintain consistent prospect follow-up cadence and engagement activities across multiple communication channels.
- Collaborate closely with marketing and sales leadership on campaign execution, account-based marketing initiatives, and outbound programs.
- Support top-of-funnel lead generation activities associated with webinars, conferences, partner events, and industry campaigns.
- Work closely with leadership to identify strategic target accounts, emerging market opportunities, and partner-driven opportunities.

Research, Market Intelligence & Prospect Qualification

- Conduct account research to understand organizational structures, security initiatives, business pain points, and market trends.
- Identify opportunities tied to Identity Security, Zero Trust, AI Security, Cloud Security, Data Security, and posture management initiatives.
- Evaluate inbound and outbound leads to determine qualification status and business alignment.
- Maintain awareness of cybersecurity market trends, competitor positioning, and emerging technologies.
- Utilize modern AI-powered research and prospecting tools to improve outreach effectiveness and operational efficiency.
- Analyze prospect engagement trends and feedback to help refine messaging and outreach strategies.
- Research buying personas, organizational initiatives, and cybersecurity investment priorities to support more targeted outreach.

CRM, Sales Operations & Pipeline Management

- Maintain accurate prospect activity, meeting notes, opportunity updates, and follow-up actions within Salesforce and CRM systems.
- Track outreach metrics, campaign engagement, and lead progression throughout the sales funnel.
- Support reporting activities tied to pipeline growth, campaign performance, and sales development KPIs.



- Ensure proper CRM data hygiene and consistent documentation practices.
- Coordinate discovery calls, demos, and follow-up meetings between prospects and sales leadership.
- Assist with sales follow-up activities and partner coordination initiatives.

Social Selling, Digital Engagement & Brand Awareness

- Help expand Loom Security's digital presence through proactive LinkedIn engagement and social outreach.
- Engage with prospects, partners, and industry professionals across social platforms to build awareness and create conversations.
- Collaborate with marketing on targeted campaigns, webinars, thought leadership initiatives, and event promotions.
- Assist in identifying creative ways to improve outreach engagement through automation, personalization, and AI-assisted workflows.
- Support digital engagement initiatives that increase visibility around CINQUE, Loom Security services, and strategic partnerships.

AI & Modern Sales Development

- Demonstrate familiarity with AI-powered tools such as ChatGPT, Claude, Perplexity, LinkedIn Sales Navigator, and other modern prospecting technologies.
- Leverage AI-assisted workflows to improve prospect research, outreach messaging, social engagement, and sales productivity.
- Stay informed on evolving cybersecurity trends, AI initiatives, and modern business development strategies.
- Continuously explore innovative and efficient ways to improve pipeline generation and outbound engagement.

Events & Partner Engagement

- Support both virtual and in-person events including conferences, webinars, workshops, happy hours, and partner-sponsored gatherings.
- Assist with attendee outreach, meeting scheduling, follow-up campaigns, and event engagement activities.
- Help drive attendance and awareness for Loom Security and partner-sponsored initiatives.

Qualifications

- 1–3+ years of experience in business development, sales development, lead generation, marketing, customer engagement, or related roles within cybersecurity, SaaS, or enterprise technology preferred.
- Strong verbal, written, and interpersonal communication skills.



- Highly motivated self-starter with strong persistence, resilience, and a positive attitude.
- Comfortable making outbound cold calls and initiating conversations with executive-level contacts.
- Strong research, organizational, and critical-thinking abilities.
- Familiarity with LinkedIn Sales Navigator, Salesforce, HubSpot, or similar CRM and prospecting platforms preferred.
- Experience utilizing AI-powered tools such as ChatGPT, Claude, Perplexity, or similar technologies for research, messaging, and productivity enhancement preferred.
- Understanding of cybersecurity concepts including Identity Security, Zero Trust, Cloud Security, AI Security, or Data Security is a plus.
- Ability to work collaboratively across sales, marketing, customer success, and partner teams.
- Prior startup or high-growth company experience strongly preferred.
- Comfortable wearing multiple hats and contributing beyond traditional BDR responsibilities when needed.
- Ability to thrive in a lean, fast-paced environment where initiative, adaptability, and resourcefulness are highly valued.
- Strong time management, organization, and follow-through skills.
- Desire to continuously learn modern cybersecurity trends, sales methodologies, and AI-driven business development techniques.

Typical KPIs (Key Performance Indicators)

- Daily outbound outreach volume (calls, emails, LinkedIn touches)
- Connect and response rates
- Meetings and demos scheduled
- Qualified opportunities created
- Pipeline contribution and influenced revenue
- CRM activity consistency and follow-up execution
- Campaign engagement and prospect conversion metrics

Why Join Loom Security?

- Loom Security is redefining how organizations approach identity-centric security posture management through our Loom Lens methodology and CINQUE platform.
- We are a fast-growing, channel-first cybersecurity company focused on helping organizations gain correlated visibility and contextual risk intelligence across identity, device, network, application, and data environments.
- Join a highly collaborative team helping shape the future of persona-driven cybersecurity, AI-enabled security operations, and modern go-to-market innovation.