



Sales (Lead) Representative

Full-Time · Toronto, Canada.

Company Overview

Gastronomous is a fast-moving company reinventing the quick-service restaurant (QSR) industry through advanced industrial automation and cutting-edge technology. Our flagship product — five years in the making — is now fully market-ready and primed for rapid deployment across North America.

Our momentum speaks for itself: deployments have grown by over 400% year-over-year, and 2026 is the year we accelerate. We are targeting 100+ unit deployments across the USA and Canada, while simultaneously launching one to two new products that advance our mission.

We are a no-nonsense team of execution-driven people. We do what we say we are going to do. Our people are empowered to act independently, make practical decisions, and move fast. We build the future, one deployment at a time.

See our team in action: youtu.be/DFROAGdlar4

Role Overview

We are hiring our first dedicated Sales (Lead) Representative — a rare combination of relentless prospector and experienced closer.

Our product is ready. The market opportunity is real. What we need now is someone who can both break down the doors and, when the moment comes, walk through them and get a deal done.

The biggest bottleneck in our sales process today is the sheer legwork required to secure a first qualified meeting with the right decision-maker. Cold calls, emails, LinkedIn, and creative outreach that goes well beyond the standard playbook — that is where you will spend most of your time. You are the engine behind our top-of-funnel.

But this is not a pure SDR role. We are looking for someone who has been around long enough to understand how enterprise deals work, how to build trust with senior stakeholders over a long cycle, and how to contribute meaningfully when a real opportunity is on the table. For large enterprise engagements and pilot projects, you will be involved alongside our Product Development team — bringing context, relationship continuity, and commercial instinct to the process.



You will operate across two sales motions:

- **Fast-Track Opportunities** — Schools, institutions, and smaller foodservice operators. Shorter cycles. Quicker conversion. You build the pipeline and get the right people on the phone.
- **Enterprise & Chain Opportunities** — Large QSR chains, hospitality, and foodservice distributors. Longer cycles. Pilot projects. Transformational revenue potential. Your job is to crack open the door — and stay involved as the relationship develops.

You will also be the first point of contact for large prospective customers who may be interested in working with us to develop something new. These are long-game relationships, and you will help us identify and open them.

You will be the first dedicated member of our Sales Team. We are proud of that — and we are looking for someone who is too. No task is beneath you. No job is too big. You will be a key part of a tight-knit team where your work is visible and your impact is real from day one.

Primary Responsibilities

Outbound Sales & Lead Generation — Your Core Focus

- Build and maintain targeted lead lists across key verticals: QSR, hospitality, foodservice distributors, institutional accounts (schools, universities, healthcare), and others.
- Execute high-volume outbound outreach daily — cold calls, cold email sequences, LinkedIn engagement, and creative approaches that go beyond the standard playbook.
- Find untraditional paths to decision-makers: industry communities, partner networks, executive assistants, vendor ecosystems, onsite visits, warm introductions, and whatever else works.
- Run multi-channel outreach sequences designed to secure first meetings with the right stakeholders.
- Conduct light qualification against predefined criteria (company size, volume, operational model, fit) and hand off qualified opportunities to the Product Development team.
- Stay involved on large enterprise opportunities and pilot projects — supporting the team with relationship continuity and commercial judgment.
- Maintain clean, accurate CRM records of all outreach activity, lead status, and follow-up timelines.
- Represent Gastronomous with energy and credibility at trade shows (1–2 per year), with the explicit goal of generating leads and booking meetings on the floor.
- Identify and flag large prospective customers interested in custom product development as strategic long-term opportunities.



What We're Looking For

We are not looking for a polished account manager or a career SDR. We need someone who has done the hard work of outbound prospecting and has also been in the room when a deal closes. Someone who understands the full arc of an enterprise sale — and is energized by every part of it.

Qualifications

- 7-9 Years of Sales experience (Preferred).
- Demonstrated success in high-volume outbound outreach — cold calling and cold email, at scale.
- Proven experience closing enterprise or complex B2B deals — industry does not need to be foodservice, but you have navigated long sales cycles and multi-stakeholder decisions.
- Experience selling a technical product — you are comfortable talking about how something works and translating technical value into business outcomes.
- Background at a smaller company — you know what it means to build something, operate without a large support structure, and wear multiple hats.
- Excellent written and verbal communication skills in English.
- Resourcefulness — the ability to find unconventional paths into organizations when the obvious ones are closed.
- Comfortable operating in fast-paced, early-stage environments where the playbook is still being written.
- Ability to travel within the USA for business meetings and events as required.
- Preferred: experience in foodservice, retail technology, robotics, automation, or commercial kitchen equipment.

Attributes of a Strong Candidate

- **You are energized by finding new opportunities, not managing existing ones. —** Hunter mentality
- **You have earned the trust of enterprise buyers before and you know how to get a deal across the line. —** Experienced closer
- **You get excited about how our products work and you can communicate that excitement credibly. —** Technical curiosity
- **No task is too big or too small. You roll up your sleeves and do what needs to be done. —** Small-company mindset
- **You stay motivated through long enterprise cycles because you understand the payoff. —** Long-game thinker
- **You build rapport quickly and represent the brand well on first contact. —** Confident communicator
- **You believe in what we are building and it comes through in every conversation. —** Genuinely excited about our products



What We Offer

- Base salary **plus uncapped performance-based commission structure.**
- Meaningful equity participation in a high-growth robotics company.
- Group benefits.
- The opportunity to shape our go-to-market strategy from the ground up — as our first dedicated sales hire, your fingerprints will be on how this company scales.
- Travel to major North American industry events.
- A role that evolves quickly as the company grows.
- The chance to be part of a mission-driven team building the kitchen of the future.

How to Apply

If interested, please email: careers@gastronomous.ca

Include a copy of your resume and briefly explain what separates you, from everyone else.