BUILD THE NEXT CHAPTER OF PAYMENTS

Founder's Associate (London)

Go-to-market / partner activation / recurring revenue

LOCATION	Uncommon Holborn, London. In the office 5 days a week.
REPORTS TO	Omar Ebeid, Co-founder and CEO
START / ELIGIBILITY	As soon as possible. Right to work in the UK required.

About Zeal

Zeal is the value-added-services layer for payment terminals. We are hardware- and acquirer-agnostic. A payment provider integrates Zeal once, and its merchants can switch on services that help them win repeat customers and understand their trade, on the card machines they already use.

We grow through partners, not merchant by merchant. We integrate with payment service providers (PSPs) and acquirers, then help them activate their merchants. Our team works across London and Cairo.

4M
Terminals in the pipeline

30,000+
Merchants activated

$14M
Raised to date

About the role

This is a go-to-market (GTM) role. Your job is to turn partner integrations into merchants who pay every month.

You'll report to Omar Ebeid and work side by side with our existing Founder's Associate, in a small team that moves fast. You'll get partners live, help their merchants become paying users and keep our GTM sharp, with direct responsibility for commercial outcomes.

What you get

Equity / Healthcare / Specialty coffee / Yoga classes / Free gym

OWN THE JOURNEY FROM SIGNED TO PAYING

What you'll do

01 / Get partners live

- Run partner integrations end to end, from scope to go-live.
- Keep partner, product and tech teams working to one plan.
- Own partner updates, risks and go-live readiness.

02 / Turn live partners into revenue

- Own the funnel for each live PSP and acquirer partner, from merchants enabled to merchants paying.
- Run activation campaigns with partners and their merchants.
- Equip partner sales teams, and feed blockers back to product.
- Build decks, one-pagers, case studies and proposals.

03 / Support the founders

- Keep HubSpot, our CRM and system of record, accurate and trusted.
- Support the pipeline with research, meeting prep, follow-ups and events.
- Pick up founder priorities as they come.

Your first 90 days

DAYS 1-30	**Learn and take over.** Learn the product, our partners and how we make money. Take over our next integration and agree its go-live plan.
DAYS 31-60	**Run it.** Run integration stand-ups and partner updates on your own. Launch your first activation campaign and measure the lift.
DAYS 61-90	**Own it.** Your first integration is live, or dated with no blockers. Playbooks are in place, and you send a weekly report on active merchants and revenue.

How we'll measure success

Net new active merchants: merchants actively using Zeal through the partners you manage, counted by merchant ID (MID).
Recurring revenue: monthly revenue from the merchants you help activate.

Along the way, integrations go live on the agreed date, conversion rises every quarter and HubSpot is a pipeline the whole team trusts.

BRING YOUR JUDGEMENT. MAKE THINGS HAPPEN.

What you'll bring

- Around 3 to 5 years running complex projects with several parties, in payments, fintech, SaaS, consulting or a startup.
- A track record of taking something from plan to launch, leading people you don't manage.
- Commercial and numerate: you build funnels, read the data and change course.
- Clear, structured writing, and the presence to manage senior partners.
- Technical enough to follow an integration (APIs, testing, releases) without writing code.
- Everyday use of AI tools to research, write, analyse and automate; you set your own structure, follow through, and work comfortably across time zones.

Nice to have

- Experience with PSPs, acquirers, independent sales organisations (ISOs), payment terminals or point-of-sale (POS) systems.
- Partner enablement, channel sales or partner success experience.
- Lifecycle or activation marketing: email campaigns, A/B tests and funnels.
- HubSpot know-how: sequences, workflows and dashboards.

If you meet most of this but not all of it, we'd still like to hear from you.

How to apply

Apply through our careers page. No account or password needed. Each next phase is unlocked by the Zeal team after review, and we notify you by email.

1. **Loom introduction.** Share your background and a 90-second Loom: why Zeal, why this role, and what you will bring.
2. **Intro call.** If invited, use the booking link to meet a Zeal team member.
3. **Assessment.** After your intro call, the team can unlock your private, role-specific assessment. There is nothing to prepare before it is unlocked.
4. **Assessment walkthrough.** After your submitted assessment is reviewed, we may invite you to book a call and discuss your work and trade-offs.
5. **Decision.** The Zeal team shares its decision by email.

We'll agree references with you first and won't contact your current employer without your permission.

Equal opportunities. We welcome applications from everyone, including people with any of the characteristics protected under the Equality Act 2010. If you need adjustments during the process, tell the hiring team and we will make them.

Apply for this role Explore our process