

## **Business Development Manager – UK Hospitality Market**

**Bring AI to British Hotels. Be the First.**

### **About FLÆ Robotics**

We're building the first AI receptionist for hotels. Already operating in live hotels, our robotic assistant transforms how guests interact with the front desk. Now we're expanding to the UK – and we're looking for someone exceptional to lead the charge.

### **The Role**

We're hiring a hands-on **Business Development Manager** to launch and grow our presence in the UK hospitality sector. You'll be the first boots on the ground – identifying opportunities, building partnerships, and driving deals. If you have strong contacts in the hotel world and thrive on opening doors, this is your moment.

### **What You'll Do**

- Lead our go-to-market in the UK from scratch
- Identify and convert hotel groups, independent properties, and tech partners
- Own the full sales cycle – from first intro to signed deal
- Feed real insights from the field to shape our UK product roadmap
- Be the face of FLÆ in the UK hospitality space






### **What We're Looking For**

- ✓ Experience in UK hospitality (hotel operations or technology)
- ✓ Strong network – you know the right people, and they take your calls
- ✓ Business development or B2B sales experience with real results
- ✓ Tech curiosity – you don't need to be an engineer, but AI and innovation excite you
- ✓ Self-starter who thrives in ambiguity and builds fast

### **Bonus Points**

- Experience with PMS/CRS/hotel tech
- Exposure to AI/robotics/startups
- Based in London or open to UK travel

### **What We Offer**

-  Competitive compensation
-  First-mover role in a new UK tech expansion
-  Access to cutting-edge AI tools & know-how
-  Hybrid & flexible setup
-  A startup with global ambition and strong early traction

**You'll be the first to bring this innovation to the UK hospitality industry. Ready to build something extraordinary?**

 Contact: [katerina.peskova@flaerobotics.ai](mailto:katerina.peskova@flaerobotics.ai)

