About Halla

Imagine you had the power to predict what a shopper would want before they knew they wanted it. Halla is the world's only human preference engine designed specifically for grocery.

In 2016, Halla was formed to help grocers better understand and answer the fundamental human query, *How do people decide what to eat?* Today, Halla's industry-leading Taste Intelligence engine helps shoppers intuitively find the grocery items they want while increasing basket size and shopping frequency.

Our team and advisor experts have diverse and deep backgrounds in data science, AI, food retail, CPG and grocery making us uniquely qualified to be the resource for digital transformation in the grocery industry.

We believe that our technology should enchant the shopper, reduce friction and increase sales for the grocer, and ultimately to spark curiosity and wonder for both.

About the Role

As our first Solutions Engineer hire, you will be at the forefront of helping customers recognize the value of Halla via pre- and post-sales support while helping identify solutions that grow Halla's reach. You will be responsible for the technical relationships with our customers and prospects and you will partner with Halla sales and internal developers to identify, communicate, and develop solutions to meet customers' business needs. You must know the Halla Solutions inside and out and be able to build on the technology to solve business needs for levels of customer organizations from technical contributors to executives.

We'll want you to recognize features that would open up new opportunities or increase revenue for Halla and envision how we might address new client needs as part of our sales process. You'll also be guiding customers through onboarding and acting as support through their integration. You are the technical resource for Halla customers and our sales team.

Responsibilities

Pre-sales
- Identify customer business requirements and match them to Halla product features or potential customizable capabilities

- Organize, coordinate and execute Demos/Proof of Concepts projects and assist in delivery
- Ensuring customers and prospects take full advantage of the Halla product by answering any technical product questions, helping them integrate Halla with their existing development tools and workflows, and educating them on implementation and usage
- Meeting customers on-site, serving as a customer's technical point of contact and building relationships with key decision makers
- Learning about customers' successes and challenges, sharing customer feedback within Halla, and advocating for customer interests
- Assess technical feasibility, timeline, budget & constraints
- Setup best practices & processes to improve sales support and knowledge across team

Post-Sales

- Manage Customer onboarding, customization and support
- Work with internal Halla systems/processes to configure new clients and manage data integration
- Work with Halla architects to improve the customer experience
- Prepare and coordinate an A/B test for clients using the Halla services
- Deliver specific analytics, insights and performance metrics to at regular intervals to Halla clients
- Perform all integrations and work with in-house developers on optimizing the client's delivery of Halla services
- Act as liaison between sales and development team to best meet customer needs
- Communicating customer feedback and perspectives to appropriate teams to be considered in product strategy
- Setting up prospects & customer permission, generating API keys, and general customer integration steps (role description)
- This role "owns" the client-tech interaction from beginning to end of sales cycle; this includes prepping and production of custom-interface demos and manipulating client data to match Halla schemas

Qualifications:

- 3+ years client-facing, technical solutions experience
- Experience solving complex business challenges with external stakeholders
- Experience selling cloud-based SaaS solutions
- Very comfortable using GCP and other cloud platforms as tools
- Ability to quickly solve technical and business-related challenges
- Demonstrable history doing integrations with top a 40 grocer
- Competent in Java, Python, JavaScript, SQL, HiveQL, and CSS
- Very comfortable with supporting enterprise level customers through integrations & customizations
- Interface and data integration experience is a must
- Able to relate technical concepts to both prospects & customers of all technical backgrounds
- Comfortable developing custom customer-facing features
- Experience in coordination, design, and analysis of A/B testing with customer applications
- Comfortable using BI tools to deliver customer insights

- Excellent verbal and written communication skills
- Comfortable integrating with technology you may not be an expert in (such as MQ, TypeScript, .Net, COBOL, etc.)
- Ability to travel up to 50% time (regionally and internationally)
- Must be legally authorized to work in the United States