

PlanOpSim is hiring!

Just a paradox to solve....couple physics to a commercial mindset.

Business Developer for optical R&D software & Design Services

Location: Ghent, Belgium
Field: Nanophononics, Computational Physics, Design & Simulation Software, Optical Engineering

We're looking for a dynamic and entrepreneurial **Business Developer** to expand the reach of our cutting-edge simulation software and growing design services in the global photonics industry.

About PlanOpSim

PlanOpSim is a high-tech start-up based in Ghent, Belgium, at the heart of Europe's photonics hub. Our core product is a powerful simulation tool for designing and optimizing **metasurfaces**—nanostructured optical components that are revolutionizing telecom, AR/VR, holography, imaging, and sensing technologies.

Beyond software, we also offer **end-to-end design services**, working closely with industrial R&D teams and research institutions to develop next-generation photonic components. Our simulation workflows, deep technical expertise, and customized design solutions have made us a trusted partner for innovators around the globe.

Your Role

You will play a key role in shaping and executing PlanOpSim's international business development strategy, reporting directly to the CEO and working closely with commercial and technical leadership. Your scope will cover both

our **software sales** and **custom (nano)photonic design services**, ensuring that PlanOpSim is the go-to name in meta surface innovation.

Key responsibilities:

- Develop and refine our global sales strategy for both software licenses and custom design services.
- Build and nurture partnerships with international distributors and resellers.
- Formulate technical project proposals in collaboration with the tech consulting team.
- Act as the bridge between customers and our technical team—translating user needs into actionable product features and service offerings.
- Drive pre-sales and post-sales technical support with our expert support team.
- Craft engaging, technically sound marketing materials and communication.
- Travel occasionally (up to 10%) to industry events, conferences, and partner sites.

You will address challenges such as:

- Identifying effective prospection and marketing channels
- Segmenting the market and refining pricing and distribution strategies
- Supporting customers in technical solution design
- Exploring new revenue opportunities
- Growing the PlanOpSim software and design services globally

Your Profile

We're looking for someone who can connect complex optical technology with real-world business needs. Someone who has a getting thing done mindset.

Ideally, you have:

- Proven experience in technical sales, business development, or product management in optics, photonics, or engineering software
 - A Master's degree in Photonics, Physics, Electrical Engineering, or a related field (additional commercial training is a strong plus)
 - A strong interest in nanophotonics and optical engineering
 - Hands-on familiarity with computer-aided engineering (CAE) software—especially optical simulation tools
 - Experience in optical measurements or component design is a bonus
 - Excellent English skills; Dutch or French is a plus
 - A proactive, entrepreneurial mindset and strong communication abilities
 - Experience in technical communication for the purpose of conferences, shows, etc.
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What We Offer

- A competitive salary and performance incentives
 - A high-impact role in a fast-growing start-up with global ambitions
 - Opportunities to shape the future of a cutting-edge technology
 - Exposure to international markets and technical innovation
 - Flexibility and personal growth in a supportive, expert award-winning team
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Apply Now

Ready to help define the future of meta optics?

Send your CV and cover letter to:

 **jonas.vandewalle@planopsim.com**