

## **EMEA Technical Sales Engineer**

### **GaN Systems Inc.**

#### **Job Description:**

The Technical Sales Engineer (TSE) will be responsible for identifying and convincing customers to apply leading edge GaN technology in their power conversion applications. The primary role will be to drive revenue growth by meeting with customers, promoting the benefits of GaN devices, managing projects through the design process, and closing volume production both directly and through distribution partners. The successful candidate will be a customer facing individual who can understand the overall situation and objectives of customers looking to adopt a new technology. GaN applications span multiple power electronics fields including AC/DC, DC/DC, SMPS, inverters & motor drives. GaN Systems Inc. offers the opportunity to be involved with the most leading edge power semiconductor technology worldwide.

#### **Responsibilities:**

- Identify potential customers and projects for GaN technology
- Actively manage projects through the design cycle and close volume production to drive revenue growth.
- Collaborate with distribution partners to ensure promotion, project identification and POS growth.
- Drive design registration progress through regular business reviews
- Provide regular forecasts and market trend information.
- Accurately maintain sales automation tool for pipeline management.
- Maximise profitability through value based selling and active price management.
- Work with customers, marketing and product managers to define product roadmap and product enhancements.
- Actively represent GaN Systems Inc. at trade shows, conferences and other industry wide platforms as appropriate.

#### **Skills & Experience:**

##### **Required:**

- Understanding of the sales cycle for high technology.
- Capable of generating sales leads and identifying opportunities.
- Able to communicate with all functions and levels within customers and distributors.
- Basic understanding of power electronic systems
- Strong written and communication skills with experience in customer presentation.
- A passion for sales and customers, motivated by challenging goals.
- Enthusiastic and positive part of a highly productive global team.

**Desired:**

- Experience in value based selling of power semiconductors.
- Degree in Electrical Engineering with an emphasis on power electronics.
- Experience working with internal and external customers internationally.

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