

Job Description

Job Identification	
Position Title	Field Applications Engineer, China (Sensing)
Division/Dept./Section	Sales & Marketing (China)

Summary
<p>The incumbent is to support the China Sales & Marketing team, including the channel, to create demand for DenseLight products through application support. This role will act as a bridge between the customer & the internal DenseLight team and interface with customers and help them resolve design issues related to the use of our product.</p> <p>The incumbent needs to understand through customer interfacing the market demands, potential growth and determine who are potential key customers & competitors. He/She will help formulate DenseLight's strategy to develop the right products to drive the identified revenue growth.</p>

Duties and Responsibilities
<ol style="list-style-type: none"> 1. Develop specialist knowledge in photonics with respect to DenseLight's products, in Datacom & fibre sensing applications, and will be seen by customers as the first expert to call to resolve their issues. 2. Support the sales team & channel partners to understand & help resolve customer application issues, either through email/phone or site visits, and help win designs. The individual is expected to help resolve customer issues in a manner that is consistent with DenseLight's strategy & financial goals 3. Review special product requests from customers, and work with internal engineering teams to determine technical feasibility, and then work with the sales team to determine if request meets revenue guidelines, and if yes, work with customer & internal team to deliver the solution. 4. Generate knowledge base on product usage gained through working with customers, and publish this as application notes on the web page. 5. NPI – understand how products are used, and work with the sales team & the channel to drive demand creation through design in support 6. Ensure all field documentation (data sheets, application notes) is available for new products, and provide training to the internal sales team as well as the channel 7. Own the sales funnel, work towards building a robust pipeline. Ensure on time execution of action items, and move customers from initial stage to design win. 8. Design and maintain a ticketed query system, where customer's questions are answered in a timely manner, and help build a FAQ data base. 9. For specific markets, be proactive in <ol style="list-style-type: none"> a. Analyse market & trends b. Understand the key success factors to penetrate those specific markets c. Understand the system building blocks and the areas in which DenseLight can participate in d. Generate a list of key competitors e. Generate a list of key "must win" customers f. Recommend DenseLight's product strategy to penetrate and win in those markets

Qualification Guidelines	
Minimum Education	PhD in Photonics or Telecommunication
Minimum Experience	5-10 years' experience in a similar role or a field customer facing role
Specific Knowledge / Skills	<p>Possesses good communication skills and the ability to coordinate cross-functionally with internal and external stake holders.</p> <p>Candidates must be permanent residential status in China in order to have easier outreach and face to face customer visits with our China customers</p>