

Job Description

Job Identification	
Position Title	Manager, Technical Sales
Division/Dept./Section	China

Organizational Relationship	
Reports to	VP, Sales and Marketing
Supervises	Individual contributor

<p>Summary</p> <p>As a Technical Sales Manager in Denselight, you will identify, develop and grow key strategic customers in China. You'll be seen as a specialist by customers, and the first person they call, when they need a solution. You will be the voice of the customer at the factory, and ensure that we win by delivering to customers what they need, and when they need it. You will be a self-starter that already has strategic relationships throughout the Photonic Sensing & Datacom industries, and is not afraid to charge ahead in driving DenseLight's business growth. You'll have keen business acumen, and the ability to negotiate deals which are essential to DenseLight's growth</p>
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| <p>Duties and Responsibilities</p> <ul style="list-style-type: none"> ▪ You will drive the demand creation activities for China, and also helping the sales team to meet and beat revenue goals. You will have a keen understanding of the Photonic Sensing & Datacom market in China, and be able to formulate, and execute a strategy that drives DenseLight's business growth. ▪ Identify key 'must win' customers. Understand what drives their business and the dynamics of their end market, and then formulate strategies to grow these key accounts. Own DenseLight's relationship with these custom ▪ Build customer intimacy so that you have a very good understanding of their road map. Work with internal teams (CTO, Product Engineering and Sales) to determine new products needed or customize existing products to meet their needs. ▪ Understand the business cycles in China specifically product trends in various photonics applications, with emphasis in the 100G and 400G Data Center and 5G Telecom markets. Identify new business opportunities & work with the design team, where if it makes business sense, to customize products or generate new ones, so that we lock in the design & win for long term business. ▪ Understand the channel partner landscape, and formulate, execute a channel partner strategy so that there is greater reach for DenseLight's products. You must have experience in managing demand creation activities at channel partners and implementing programs that prevent conflict in accounts, and that will get their mind share, and motivate them to grow DenseLight's business ▪ You must be a self-starter and have the ability to work in a remote office, as an individual contributor with minimum supervision. You must be able to manage your time well, and handle both the day to day operations of a remote office as well as the functions of technical sales leader in China, and be the face of the company in China. ▪ Work with CTO and the sales team to identify key trends in China, potential new growth markets, or existing DLS products for new markets, and then help formulate a new product strategy for DLS to meet future revenue demands. ▪ Manage the communication & interface between the customer & internal teams. Lead the internal cross functional teams to deliver to customer requirements, once the business is qualified, and ensure that we deliver to the time line committed to the customer. ▪ Represents the company at trade association meetings, trade shows and exposition to promote product. Follow through on new sales leads from these shows. Qualify the opportunities, and once qualified, follow through, either directly or through the channel to close orders ▪ Identify potential customers and build up a sales funnel pipe line, either direct or through the channel. Ensure close follow up of the funnel opportunities, and execute the actions to ensure DenseLight wins the deal. Identify potential problems early, and work with the internal teams to |
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resolve them. Regularly update the funnel with the latest opportunity status, so that the DenseLight team understands what is the next action needed to win the deal

- Interface with customer on quality issues. Work with the internal manufacturing & quality teams to ensure the problem is understood and that we deliver a solution in a timely manner, so as to ensure customer retention.
- Maintain a minimum standard of business conduct as an employee of a Singapore multinational which in turn, is a subsidiary of a listed North American company

Measures of Performance	
Key Result Area	Measure of Performance
Communication	<ul style="list-style-type: none"> • Excellent written and verbal communication skills in English. • Effectively communicate with all levels of staff and management within the organization and more importantly at the customer. • Build strong relationships with both customers and channel partners.
Sales Revenue	<ul style="list-style-type: none"> • Consistently meeting and / or exceeding quarterly targets. • Forecasting with fair accuracy • Build and maintain a sales funnel opportunity
Customer Focus & Account Management	<ul style="list-style-type: none"> • Identify key champions in the organization especially 'C' Level decision makers, and build strong relationships with individual • Maintain a regularly updated customer profile of key accounts which has key measures like revenue, new opportunities

Qualification Guidelines	
Minimum Education	Bachelor's Degree in Engineering with specialization in Telecommunications or Photonics
Minimum Experience	<ul style="list-style-type: none"> • 10 -15 years' working as sales / technical sales manager sales, with a history of consistently meeting and exceeding targets • Strong focus on demand creation preferably in optoelectronics or photonics device system and sub-system • Familiar with III-V and or Silicon photonics business would be an advantage. • Channel partner management is a must for China business • Field application managers with a strong aptitude for sales would also be seriously considered
Specific Knowledge / Skills	Knowledge of market research, Familiar with CRM & ERP System Understand the basic business policies and terminology.
Location	Preferred Shanghai, Wuhan or Shenzhen

Employee's Name			
Employee's signature		Date	

Please forward resume to DenseLight HR at hr_recruitment@denselight.com