



CAREER OPPORTUNITIES

POSITION TITLE: Field Applications Engineer – Semelab

POSTING DATE: 09/21/10

Reporting to the Director of Sales and Business Unit Leader, this position will provide proactive technical product in the US to support to the TTe Sales organization, external customers and potential customers to ensure that product group sales and profit targets are achieved. Continue to enhance the professional “technical solution” image of Semelab to further reinforce its specialist product market position in Mil/Aero and Power applications markets.

Specific Duties:

1. Proactively obtain and analyze market information that can be used by Semelab to identify and develop profitable new commercial opportunities through the NBO process
2. To provide proactive technical assistance on customer designs by coordinating and supporting TTe regional sales force in technical product presentations and demonstrations with customer visits.
3. Define Technical solutions by preparing and reviewing technical elements of customer proposals.
4. Communicate with internal design engineer’s customers requirements, ensure that these are proactively tracked and progressed in line with customer expectations.
5. Define and prepare as required Commercial terms, price and delivery for sign off by the relevant Business Unit Leader.
6. Ensure that all technical support requirements necessary to ensure the product group monthly budget is achieved are completed in to the required timescale and standard.
7. Interact with customers and the TTe regional sales force to understand new business opportunities and demands for new technology and ensure these are prioritized and systematically/regularly reviewed with the relevant Business Unit Leader
8. To provide technical training on the product line card and the customers’ applications to TTe regional sales force and appointed distributors.
9. Identify, systematically follow up and monitor new opportunities with existing and potential new customers.
10. Provide feedback to the Business Unit Leader new product demands from the customer base to ensure that the product portfolio covers all stages of product life cycle so that we have a balance of new, mature, end of life products etc. to give longevity to the business.
11. Attends and staff trade shows and seminars to proactively and professionally promote Semelab products and services
12. Develop with Business Unit Leader future budgets during annual budget cycle to take account of technical trends in the relevant markets
13. Assist with the development of marketing materials and technical promotions necessary to support the growth of the product group.
14. Identify and implement product and process improvements for the business unit on a prioritized basis to improve product group margins and profitability.



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Education & Experience Required:

BSEE or equivalent.

Minimum five years industry experience in a design, technical development or technical support role is required.

Previous experience in applications design and/or product marketing experience is desired.

Must have proven commercial competency or capability to achieve commercial competency in <12 months.

Able to clearly and concisely communicate advanced technical concepts to technical and non technical customers/potential customers

High standard of personal organization with capability of effectively managing concurrent multiple projects

Please forward your resume/CV to: michelleduggin-goasa@bitechnologies.com