

# DenseLight Proprietary

Denselight Semiconductors Pte Ltd

## **Sales Manager / Director**

### JOB DESCRIPTION

As a sales director in Denselight, you will lead the internal team to identify, develop and grow 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, at the C-level, 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

### RESPONSIBILITIES

- You will own the sales quota for China, and be responsible for meeting and beating the assigned targets. 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 customers
- Build customer intimacy so that you have a very good understanding of their end markets and buying cycles that enables you to forecast with fair accuracy. Send in regular forecast reports and ensure that the forecast numbers have taken into account realistic customer data
- Understand the business cycles in China specifically product trends in numerous applications and markets relevant to DenseLight's business. Identify new business opportunities & work with the design team where, if makes business sense, to customize products or generate new ones, so that we lock in the design & win long term.
- 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 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 a sales leader in China.
- Be the conduit between the customer & internal teams. Lead 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 our products. 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 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

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- 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

### REQUIREMENTS:

- Bachelor's Degree in Engineering with specialization in Telecommunications or Photonics. Master's degree would be advantageous.
- 10 -15 years' working as sales / technical sales manager sales, with a history of consistently meeting and exceeding targets. Candidates with the right aptitude but with lesser experience will be considered the sales manager's position
- 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
- Field application managers with a strong aptitude for sales would also be seriously considered