

## **Sales Director/Manager, America**

### **Summary**

As a sales director/manager in Denselight, you will lead the internal team to identify, develop and grow key strategic photonic customers in the US . This includes customers in the Datacom, test and measurement, and general photonic sensing markets. Key responsibility will be to sell sensing and data communication products such as single frequency ECL Lasers, DFB's, SLED's, eLED's, ROSA's and full transceivers. 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 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 our growth.

### **Duties & Responsibilities**

- Key initiator of business development with the ability to initiate and manage all business development activity. This includes prospecting, networking, presentations, negotiations, IP review, marketing brochures, website support, and follow ups.
- 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.
- Ability to conduct business product evaluation request as required for developing the business.
- Provide a strategic business plan with an ROI for any new product development. This will include sales and marketing assessment, timelines, customer end market information with TAM and SAM.
- Own the revenue quota for America, and be responsible for meeting and beating the goals. You will have a keen understanding of the Photonic Sensing & Datacom market in America, and be able to formulate and execute a strategy that drives 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
- Understand the business cycles in US, specifically product trends in applications and markets relevant to DenseLight's business with the aim of identifying new business opportunities that can feed into the funnel management process.
- Understand the channel partner landscape, and formulate, execute a channel partner strategy so that there is greater reach for DenseLight's products.
- You must be a self-starter and have the ability to work as an individual contributor with minimum supervision.
- 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 order
- 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 and ensure customer retention.

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

Qualification Guidelines	
Minimum Education	Bachelor's Degree in Engineering with specialization in Telecommunications or Photonics
Minimum Experience	<ul style="list-style-type: none"> <li>• 10 years' working as sales / technical sales manager sales, with a history of consistently meeting and exceeding targets</li> <li>• Strong focus on demand creation preferably in optoelectronics or photonics device system and sub-system</li> <li>• Familiar with III-V, Datacom, sensing and or Silicon photonics business would be an advantage.</li> <li>• Technical background in one or more of the following areas; high speed optical components, optical sub-assemblies, optical transceivers and passive optical components, test and measurement, fiber optic sensing.</li> <li>• Channel partner management is a must</li> <li>• Field application managers with a strong aptitude for sales would also be seriously considered</li> </ul>
Specific Knowledge / Skills	Knowledge of market research, Familiar with CRM & ERP System Understand the basic business policies and terminology.