

Location: Oakland, CA, USA
Employment type: 5+ years

Ref : SM_MKT_MNG

Publishing on Company's website, Indeed, Glassdoor,

TECHNICAL MARKETING MANAGER

Silicon Mobility is a technology leader for cleaner, safer, and smarter mobility. The company designs, develops and sells flexible, real-time, safe, and open semiconductor-based solutions for the automotive industry used to increase energy efficiency and reduce pollutant emissions of hybrid and electric vehicle while keeping passengers safe.

Silicon Mobility is increasing its foothold in the Bay Area and opens a "Technical Marketing Manager" position to strengthen its local team.

As Technical Marketing Manager, you will work closely with the VP Marketing and Business Development and manage our OLEA product offering.

You are the ideal candidate if you have previous experience in automotive power electronics, electric motor control or any other critical automotive control application. You have a strong sense of initiative, excellent interpersonal skills, and are able to work effectively across various functional organizations such as Applications Engineering, Design Engineering, Product Engineering and Sales. Technical depth is a must in order to be effective in interacting with engineers both internally and externally. You have this unique ability to translate the complexity of highly technical product into values and benefits for the end customer's applications. Contact us: send your resume and cover letter to hr@silicon-mobility.com

ROLE & MISSIONS

As part of the Sales and Marketing team, you will be in charge of the OLEA products portfolio.

Primary responsibilities of the position include:

- Manage all the marketing materials and contents related to OLEA products portfolio
- Market research and analysis, at industry and product level, in order to identify new opportunities
- Collect competitive information, including performance, pricing, SWOT
- Sales tools and training: product presentations, value selling.
- Positioning & Branding, aligned with corporate strategy and in coordination with marketing communications
- In coordination with VP Product, maintain the product roadmap and ensure that products and projects meet market requirements and corporate profitability objectives
- Spend time in the field with sales team members and clients.
- Attend trade shows.
- 50% travel in the US, Asia and Europe.
- Reports to VP Marketing and Business Development.

The position requires pro-active involvement with all departments of the Company.



COMPETENCIES AND QUALIFICATIONS

- BS in Electrical Engineering or related technical field, MSc is preferred.
- 5+ years of experience in marketing of semiconductor or embedded software
- Knowledge of product strategy, development and management
- Experience working directly with customers preferred
- Excellent verbal and written communication skills
- Strong analytical skills & methodical, data driven, approach to business opportunities
- Ability to work well with teams
- Strong organization skills, exhibits excellent time/priority management
- Self-motivated, high energy, results oriented
- Experience creating product management collateral (Competitive Analysis, SWAT)
- Strong negotiating skills
- Experience in relationship building (alliance/partner management)
- Ability to demonstrate a passion for technology

