

Epson Electronic America, Inc.

JOB # 2012-001

San Jose Product Marketing & Business Development Manager

Company Information:

Seiko Epson Corporation is our parent company, and Epson Electronics America, Inc. (EEA) was established as the Regional headquarters for electronic device and component business for the Americas, covering the United States, Canada, and Latin America. We market and sell electronic devices and deliver the engineering support necessary to ensure that designers developing advanced systems select our products over those of our competitors.

Job Description:

Product Marketing & Business Development Manager will be responsible for leading the technical marketing activities and business development for Epson's high performance inertial and pressure sensor products and sub-systems. Works in close collaborations with the sales, applications, and corporate marketing to develop and execute a successful marketing strategy, which includes product launch (marketing/applications) collateral, pricing, sales and distribution training, and key customer/partner engagement. Responsible for coordinating customer technical support and engineering level interaction.

Responsible for marketing and product launch collateral. Drives a cross-functional team to create proper material in time for launch and promotion activities. Responsible for leading and tracking design-in and key customer/partner engagement activity. This will include close communications with the local sales and application team, and coordination with cooperate sales organization in Japan. Develops and refines market position and product positioning through trend, market and competitive analysis. Develops and implements strategies based on market conditions and requirements, and new opportunities. Strong tactical decision-maker that handles unforeseen issues with products and customers. Develops innovative resolutions to problems that are compatible with the goals and objectives of Epson and meet the expectations of the customers. Develops and enhances partner and customer relations by attending selected business/trade shows, participating in sales/product presentations and training. Provides direction on contract negotiations, pricing, sales channel recommendations, technical support and product Presentations to develop/enhance partner and customer base. Performs other related duties and projects as assigned by management.

Required Skills:

Knowledge of engineering, and marketing concepts for inertial and pressure sensor products and embedded application areas. Knowledge of order management, international business. This position handles complex problems where analysis of situations or data requires an in-depth evaluation of various factors. BSEE or equivalent experience; Minimum of five years marketing experience with semiconductor and Inertial Sensing product knowledge.

Benefits:

We offer a casual, friendly work environment and an excellent benefits package which includes paid vacation, 13 paid holidays, paid sick time, 401(k) plan, with generous company match, pension plan, short and long term disability, life insurance, medical/dental/vision insurance, flexible spending account, employee assistance program and tuition reimbursement.