

Job: **Marketing Manager**

Location: Graz Austria

Start Date: Q2 2021

Overview

Panthronics AG an independent IC company with expertise in high performance NFC/RFID hardware and software solutions is anticipating the forthcoming launch of the PTX range of differentiated NFC products. We are currently looking for motivated people to strengthen our team in Graz. We now require a **Marketing Manager** with a technical background and willing to learn, to support the Go to Market activities for Panthronics market leading NFC products.

This is an exciting opportunity to join a first-class team and gain a meaningful position within a fast-growing company.

Requirements

- The successful candidate should demonstrate a good technical competence with the ability to understand new technologies and how to explain, promote and position them to the sales channel and customers.
- A working knowledge of the go to market and sales processes for high technology products that combine both Hardware and Software.
- Marketing experience in the semiconductor industry is preferred although not a requirement, experience wireless in particular NFC would be a distinct advantage.
- Experience in using and managing typical CRM and sales forecasting tools (preferably Microsoft Dynamics).
- Ability to work under pressure and tight timeline, as this role has global responsibility for the products working outside of normal Central Europe working hours is necessary.
- Fluent in English and a good command of a second language such as German, Chinese, or French.
- A technical bachelor's degree is required, further technical or business qualifications would be advantageous.
- Willingness to travel, expected up to 30% both Intercontinental and International.
- Location: Graz

Job Profile

- Managing and preparing the commercial launch, including all documentation for NFC Reader/Controller products with a particular focus on Point of Sale and IOT;
 - Press Releases with customers and partners.
 - Preparation and updating fact sheets, fighting guide documents and presentations
 - Preparing product, application, and market presentations.
 - Carrying out commercial training to value chain partners and channel partners.
- Revenue, margin, and forecasting responsibility for the NFC Reader/Controller products.

- Responsible for the commercial management of the product throughout its lifecycle from launch to end of life.
- Continually evaluating the product and augmented product strategy and tactics through understanding and anticipating the competitive environment, customer, and market needs.
- Developing and managing key customers, eco system and value chain partners.
- Driving sales, distribution, and value-added resellers to reach company sales, funnel, and design win targets.
- Liaising with Application Engineering, QA and Operations to prioritise customer requests by revenue or strategic importance.
- Collect and communicate market and competitive insights to define the next generation of products.

Compensation

- Salary commensurate with market based on individual person
This position is in accordance with the Austrian collective agreement for employees within engineering companies, employment group III : www.ingenieurbueros.at/verband/de/kollektivvertrag.
- Variable incentive Scheme
- Company Stock Option Plan

Contact

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