

# Automotive Market Development Manager

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## **REPORTING:**

VP of Worldwide Sales & Marketing

## **LOCATION:**

Boston, MA or Cork Ireland

## **POSITION TYPE:**

Full time with standard benefits

## **JOB DESCRIPTION OVERVIEW**

SensL is seeking an experienced Market Development Manager with extensive experience in sensing and imaging applications to support our emerging customer base in wide range of applications using LiDAR including automotive, drones, robotics, and IoT. The ideal candidate has a technical background with hands-on application experience either in a system, sub-system, or semiconductor company whose markets targeted automotive or consumer (mobile/robotics/drones) applications.

The role will focus on creating, validating and executing the SensL go-to-market strategy, creating and managing business development partnerships with the entire ecosystem while aiding the sales team in securing customer design wins in the LiDAR market. Working closely with the SensL executive, engineering, and sales teams the Market Development Manager will drive internal product requirements, market specific messages, strategic partnership agreements and represent SensL at market relevant conferences and tradeshows.

The Details:

Market Assessment and Go-To-Market:

- Identify use cases and associated future product requirements in emerging markets such as automotive ADAS, robotics, IoT, and other identified applications as it relates to SensL's current and roadmap products for SiPM/SPAD sensors used in LiDAR.
- Create external technical materials which are used to validate and refine product requirements, market message, and position SensL as a leader in the market.
- Develop and execute a complimentary partner strategy to provide creditability to SensL solutions.
- Write technical system level application notes that clearly demonstrate the SensL solution for a particular use case.

- Define required validation studies to show SensL technology performs in critical performance parameters which will give customers conviction to implement/and or study SensL products.

#### Partner and Early Customer Engagements:

- Develop partner and ecosystem relationships that are identified as strategic to market and product success.
- Identify and create targeted messages and develop relationships to drive press and analyst awareness and coverage on SensL strategy for LiDAR and associated target markets
- Participate in strategic future customer meetings when system and market specific technical support is required. These meetings will be on phone, at tradeshows/conferences and in a wide range of geographical locations. 25-40% travel is estimated.
- Present ideas/solutions, technical capabilities and product features in form of formal and informal customer meetings in a clear and organized manner with technical credibility backed by deep understanding and conviction in approach.

#### Other Marketing Functions:

- Create new presentations, whitepapers, and application notes which clearly show the SensL product technical attributes when used in the target market applications.
- Develop internal and external materials which identify competitive threats, weaknesses, and illustrate the SensL advantage
- Evangelize SensL market and product advantage at key industry events
- Project manage assigned programs internally and externally

### **THE CANDIDATE**

The work environment is very collaborative and interaction with SensL engineering, sales and management will be frequent. An extroverted personality with attention to detail is critical for success. Excellent communication and written skills are required.

#### Ideal Background and Skills:

- Systems architecture or direct market experience in optical systems or sensing applications in a technical role is required.
- Minimum of 5 years' experience in product management or technical business development roles with technical responsibilities to define strategy, requirements and with a track record of delivering successful products to market. Prior experience as a systems engineer for a product OEM is a benefit.
- A background in opto-electronics with concentration in low light detection detectors is a plus.
- Ability to execute independently and with a positive attitude in a fast paced, high growth, high pressure environment
- Experience in sales or other business development roles
- Exceptional teamwork, interpersonal & leadership skills with proven ability to influence cross-functional teams without formal authority

- Tech startup/small company experience is also a benefit but we like big company people too!

## **ABOUT SENSL**

SensL is the world's leading supplier of silicon photomultipliers (SiPM). These are sensors which are used to detect and measure light. SiPM's are now widely utilized in numerous applications including medical imaging and radiation identification in hazard and threat detection. Emerging use of SiPM technology is in light detection and ranging (LIDAR) for automotive driver assist systems (ADAS) for vehicle safety where long distance identification is critical in difficult scenarios. SensL's products replace legacy vacuum tube photomultiplier tubes (PMTs) and complex avalanche photodiodes (APD's) with a solid-state alternative which is lower cost, more uniform, and provides dramatically improved system integration benefits.

More information is available on the SensL website at [www.sensl.com](http://www.sensl.com)

## **CONTACT**

Please send your CV to [jobs@sensl.com](mailto:jobs@sensl.com)

Please note we may not be able to respond personally to all submissions directly but we will confirm receipt of resumes. We would appreciate a cover letter that outlines your experience as it relates to this job specification.

SensL does not accept CV's from recruiters.