

Senior Product and Application Director

At a glance

Do you have background in Power Electronics, strong communication and analytical skills and want to be part of successful innovative global company growth? Then this is just the right job for you! We have immediate opportunity for an experienced, Sr. Product and Application Manager with a track record of successfully understanding customer's needs, analyzing market trends, and assessing competitive positioning in power electronics area.

VisIC Technologies develops and brings to market innovative power semiconductor products based on GaN for efficient and high density power conversion solutions. Working closely with our sales and R&D teams in this role, you will evaluate market drivers, disruptive industry trends and customer demands.

VisIC company is an exciting opportunity for an individual who has a passion for defining technology solutions and long-term product roadmaps.

Quick info

Location

Worldwide

Type

Full time; permanent

Job description

In this challenging position you will have both technical as well as commercial responsibility for existing and new products. You will participate in product roadmap creation from idea to revenue.

Your technical knowledge of AC/DC and DC/DC systems combined with strong communication skills and analytical ability, will shape how new and existing business grows. Our products envelop applications including xEV fast chargers, rectifiers for datacenters, industrial motor drivers and power supplies for consumer and industrial market.

In your new role you will:

- The role carries responsibility for revenue growth and developing a pipeline for future business.

- Understand customer application needs, target cost and translate them into technical value proposition.
- Engage with customers to develop unique value propositions for our application solutions.
- Be responsible for driving volume forecasting and lead cohesive pricing strategy.
- Collaborate with regional sales, marketing, technical support in the field and R&D in the company to develop & deploy the relevant Product / Application segment strategies for product lifecycle decisions, pricing and tactical moves such as revenue push programs.
- Manage strategic pricing, building proposals for solution requirements to launch new product and technology demonstration
- Serve as a consultant to our customers in product selection, sizing, configuration and pricing of VisIC products to fit the customers' application and requirements.
- Driving our understanding of market trends and customer needs by building excellent relationships with our customers and partners, including assessment of alternatives, benchmarking with competitors and prioritization of target applications and markets.
- Contribute to the product road mapping process by proposing new features and functions.
- Initiate product developments for high-growth markets with strong value proposition and differentiation.
- Prepare reports on executive level to analyze product value for customers and positioning on the market.

Profile

You will report directly to company CEO. You should remain aware of the big picture even in complex situations and make decisions despite uncertain circumstances. You have furthermore the passion and the courage to develop new and creative ideas. You know how to focus your effort on finding solutions that offer added value for both sides.

You are best equipped for this position if you have:

- The ability to understand technically complex contexts to consolidate and present those on a management level
- A degree in physics or electrical/electronic engineering; Degree in MSEE is preferred, PhD is an advantage
- At least 5+ years' experience in power electronics industry using IGBT and MOSFET technologies,

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- Significant relevant experience in Application or Concept Engineering for industrial applications within a B2B environment, including power supplies, motor drive applications, robustness and reliability, and application design.
- Strong technical knowledge, competence, design experience on a system level
- Existing or previous relationships with automotive customers preferred
- The willingness to travel with a sometime high frequency is also pre-requisite for this position