

## **Laser Sales and Market Development**

Necsel IP, Inc An award-winning global organization HQ in the Silicon Valley, Necsel is vertically integrated and designs and manufactures laser solutions in fields ranging from Cinema to AR, Medical Systems to Biomedical using high and low powered visible lasers. This is part of one of the three (3) Vertical Markets of Ushio Inc. which is one of the largest photonics solutions companies in the world. Necsel has become the leader in visible laser system solutions via its unique patented technology and multiple acquisitions

### **1.0 Job Summary**

As the Manager or Director of Sales and Market Development for Laser Solutions, you will be responsible for developing and executing strategic sales and market development plans to drive business growth and achieve revenue targets. You will lead a team of Sales and Market Development professionals, collaborating with cross-functional teams to ensure effective market positioning and customer engagement. Your primary focus will be on promoting laser solutions and driving sales within the target market segments.

### **2.0 Job Responsibilities**

1. Develop sales and market development strategies: Formulate comprehensive sales and market development strategies aligned with the company's goals and objectives. Identify target markets, specific customers and analyze the competitive landscape to maximize revenue generation and market share.
2. Team Leadership: Lead and manage a small team of sales professionals. Provide guidance, coaching, and support to ensure their success in achieving individual and team targets. Foster a collaborative and high-performance culture within the sales and market development department.
3. Sales Growth: Drive sales growth by identifying and pursuing new customers and business opportunities. Monitor sales performance, analyze market trends, and adjust strategies as needed to optimize sales outcomes.
4. Customer relationships: and maintain relationships with key customers and strategic partners.
5. Develop new Business/Products: Reach out to new customers and develop new products/markets by providing customer needs to the engineering department.
6. Market Development Campaigns: Oversee the development and implementation of market development campaigns, including digital market development, advertising, events, and promotions. Collaborate with the Market Development Communications team to create compelling messaging and positioning that effectively communicates the value proposition of laser solutions.
7. Market Analysis: Conduct market research and analysis to identify market trends, customer needs, and competitive landscape. Utilize market insights to inform product development, pricing strategies, and market positioning.
8. Sales Forecasting and Reporting: Develop sales forecasts, track performance against targets, and provide regular reports to the executive team. Analyze sales data and market trends to identify opportunities for improvement and recommend actionable strategies.
9. Cross-Functional Collaboration: Collaborate with internal teams such as R&D, engineering, and operations to ensure the seamless delivery of laser solutions. Work closely with the product management team to provide market feedback and insights for product roadmap development.
10. Industry Networking: Build and maintain relationships with industry associations, trade organizations, and key stakeholders. Represent the company at industry conferences, trade shows, and events to enhance brand visibility and identify business opportunities.

### **3.0 Physical Demands**

- Sitting/standing at a desk approximately 80% of the work day
- Working at a computer approximately 80% of the work day
- Travel at short notice

### **4.0 Work Environment**

- Office
- Quiet conditions

## **5.0 Qualifications**

- Bachelor's/Master's degree in Science. MBA or advanced degree preferred.
- Proven track record of success in Laser Sales and Market Development leadership roles.
- Strong knowledge of laser technology, applications, and market trends.
- Experience in developing and executing sales and Market Development strategies to drive business growth.
- Excellent leadership and team management skills, with the ability to motivate and inspire a sales and Market Development team.
- Strong analytical and strategic thinking abilities, with a data-driven approach to decision-making.
- Excellent communication and presentation skills, with the ability to effectively convey complex technical concepts to a diverse audience.
- Demonstrated ability to build and maintain relationships with key customers, partners, and industry stakeholders.
- Proven experience in driving sales and achieving revenue targets.
- Ability to travel as needed to meet with customers, attend industry events, and support business growth initiatives.

Preferred experience:

- Working with fiber coupled devices
- Proven solutions sales experience

Necsel offers a comprehensive benefit package. Interested applicants can apply at [Jobs@necsel.com](mailto:Jobs@necsel.com) and put the position you are applying for in the subject line.

- 1.0 Salary range
  - 1.1 \$120k - \$200k
- 2.0 Is it Hybrid?
  - 2.1 In the office and could develop into a hybrid role once significant experience has been gained
- 3.0 Location of office
  - 3.1 Milpitas CA
- 4.0 How many direct reports this individual will take on.
  - 4.1 Several, depends on ability.
- 5.0 Who will be in the interview process (phone interview, video, final-in person)
  - 5.1 Generally, TEAMS then face to face.
- 6.0 What specific skill-sets are you looking for
  - 6.1 Salesforce would be useful
  - 6.2 Really proven sales
  - 6.3 High energy, clearly someone who can communicate