

Robotic Marketing Manager 机器人市场经理

Your Future Job

As the Marketing Manager specializing in Melexis' Robotic Sensor products, you will be instrumental in building the marketing expertise for Melexis' robotic products and solutions. You will utilize expert marketing and foundational technical support skills to drive future business growth.

Working Location:

Shanghai, China

More Specifically

- Build comprehensive robotic marketing knowledge throughout China.
- Conduct relevant market analysis to define the optimal positioning and strategy for Melexis within the robotic market.
- Develop robust business cases and foster strong customer relationships.
- Act as the customer representative within the organization throughout the product development lifecycle.
- Provide relevant material to both internal stakeholders and customers in order to guarantee a successful product roll-out
- Gather and analyze competitor insights, including technical strengths/weaknesses/roadmaps (SWOT) , relationship/positioning at key customers , and their solutions, pricing, and supply chain.
- Provide essential materials to both internal stakeholders and customers to ensure a successful product roll-out.
- Support the Sales team's field work, assist in quoting, define competitive pricing, and provide training and cooperation across our entire network.
- Represent Melexis at relevant business networking events (e.g., tradeshow, technical days).

Basic Requirements

- Bachelor's degree in Electrical/Electrical Engineering with 8+ years of work experience, or Master's degree with 5+ years of work experience. (Preference will be given to candidates with experience in Robotic applications, Technical Marketing or FAE directly related to position sensors, encoder sensors, motor drivers, robotic designs.)
- Positive & Proactive attitude and good, fast learning ability are basic requirements.
- The following candidates are preferred: with experience in robot markets including electronics design, sensor design or application, and both software and hardware experience.
- Good English capability of communicating, reading, and writing.
- Ability to summarize complex requirements and difficult technical problems in a simple and clear way
- Willingness to travel 50% of the time

We Offer

- A challenging and passionate career development opportunity in a rapidly growing, high-tech international environment.
- The chance to develop your professional passion, contribute significantly to company growth, and achieve personal success.
- An open working atmosphere, an efficient flat structure, and a pleasant, team-oriented, professional environment that fully respects its people.