

## Permaenant Position: Product Marketing and Sales Director

<b>Job Title:</b>	Product Marketing and Sales Director
<b>Job Location:</b>	Cork with regular worldwide travel (UK, Europe, North America, Asia)
<b>Job Post Date:</b>	1 May 2008
<b>Salary:</b>	€excellent + pension + mobile phone + share options
<b>Commencement Date:</b>	Immediately

### COMPANY BACKGROUND

Xerenet is a high-tech, product-focused start-up specializing in leading edge positioning technology. Our solutions encompass both infrastructure and infrastructure-less systems, for mobile, nomadic and fixed applications, based upon our world class expertise in: Analog/RF IC Design; Low Power Digital IC Design; Digital Communications and Signal Processing; Embedded Software and Systems; and Efficient Networking and Protocol Design.

Xerenet also offer ASIC design services and industrial training for engineers. Our design services offer turnkey solutions from concept to silicon. Our highly experienced team of design engineers and system architects are experts in digital communications and signal processing, digital design, layout and verification technologies.

The Xerenet training division offers courses in low power digital design, Advanced Verilog, DSP, MATLAB for systems engineering, and UNIX for ASIC engineers.

### JOB DESCRIPTION

The Marketing/Sales Director is expected to develop, agree and execute a sales plan for appointed markets to include:

- initiation, development and management of multiple direct relationships with key personnel in prospective customer organizations (European, North American and Pacific Rim markets) in the area of positioning systems; and
- complete sales in accordance with company sales process and pricing strategy; and
- achievement of activity, performance and sales targets; and
- reporting against plan; and
- management and reporting of pipeline; and
- ongoing research to identify prospective customers, stakeholders and market partners; and
- developing and driving the product introduction plan for Xerenet's product offering; and
- mapping & influencing the product ecosystem; and
- analysis of competitor products; and
- achievement of sales targets.

In addition, he or she will:

- work with the CEO & CTO to initiate, develop and manage relationships with overseas influencers and stakeholders and with national influencers and stakeholders in appointed markets; and
- assist to develop and implement company market strategy to include:
- development of channel strategies and plans for chosen markets; and
- initiation, development and management of relationships with prospective market partners; and
- monitoring of market and competitive activity; and
- definition and implementation of strategies to manage opportunity and risk; and
- propose product developments; and
- recruit, manage and develop others, when & where required; and
- carry out appropriate administration, budgeting, monitoring, reporting, communication and liaison, as required; and
- ensure continuing professional and personal development.

To perform the job successfully, an individual should demonstrate the following competencies:

- Design - Generates creative solutions; Demonstrates attention to detail.
- Problem Solving - Gathers and analyzes information skillfully.
- Technical Skills - Strives to continuously build knowledge and skills.
- Customer Service - Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance.
- Oral Communication - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Demonstrates group presentation skills.
- Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Develops realistic action plans.
- Dependability - Follows instructions, responds to management direction; Keeps commitments.
- Initiative - Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.
- Innovation - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.

## **JOB REQUIREMENTS**

The Sales Manager will take responsibility for developing markets and completing sales against targets. He or she will:


- be a graduate with a professional background in direct sales to large organizations; and
- have at least five years sales/business development experience; and
- have experience in selling simultaneously to multiple customers; and
- understand technology and project management; and
- be energetic and enthusiastic; and
- be capable of holding an audiences attention and evangelizing concepts; and
- be interested in working in a dynamic and supportive team to achieve very significant business growth in identified markets; and
- have a technical background with a proven track record in high-tech product introduction; and
- have the ability to add value to Xerenet's customers, by providing objective advice, and assistance; and
- have the ability to represent customers' interests to Xerenet; and
- have proven customer management skills; and
- already have been a sales manager for the past two/three years, successfully completing at least two sales cycles for a complex technology product; and
- have managed a sales team (desirable but not essential); and
- have a background in hardware/silicon (desirable but not essential).

The candidate will need:

- to be motivated and creative with the ability to self-manage; and
- project management skills and the ability to multi-task across projects and products; and
- strong negotiation and budget management skills; and
- to be a team player able to work on multi-part projects with multiple teams and able to ensure that local and global project deadlines and budgets are met; and
- to thrive in a fast-paced technology start-up type environment; and
- a strong entrepreneurial spirit, and an instinct for revenue-generating activities; and
- distinctive problem solving and analytic skills, combined with impeccable business judgement and ability to communicate with a highly technical management team; and

- an ability to team-build and manage through incentives; and
- strong computer application skills which include presentation, spreadsheet and documentation software.

Please forward your CV to the address below and we will acknowledge receipt within one working week:

<b>email:</b>	recruitment@xerenet.com	
<b>web:</b>	<a href="http://www.xerenet.com">http://www.xerenet.com</a>	
<b>post:</b>	Xerenet, The Rubicon Centre, Bishopstown, Cork, Ireland	