



Job Profile

POSITION: Marketing and Sales Representative

Everlight Americas Inc. is the North American Sales arm of Everlight Electronics – a leading global Optoelectronics manufacturer of low and high Power VISIBLE LED's, SMD and Thru-Hole Lamps, Digital Displays, INFRARED Emitters, Optical Sensors, Fiber Optic and Optocoupler components. We provide solutions for various applications in the lighting, consumer, computing, automotive, telecommunication and industrial market segments. Everlight's rapid growth to become a top ten Optoelectronics supplier is the combined result of its well-engineered products, highly efficient manufacturing facilities and extensive global supply chain.

As a result of our continued growth objective, we are seeking a highly motivated and skilled Marketing and Sales Representative to assist in overseeing the relationships of the company with its most important customers. You will be responsible for managing key accounts, maintaining a long term relationship with accounts and maximizing sales opportunities within them. The ideal candidate will build strong relationships with strategic customers and be able to identify needs and requirements to promote our company's products and achieve mutual satisfaction. The goal is to contribute in sustaining and growing our business to achieve long-term success.

SPECIFIC DUTIES:

- Collect data on competitors and market trend to consolidate information into actionable items and/or reports
- Identify potential customers and/or business opportunities in various industries
- Initiate new business opportunities with existing business field and/or new business field(new technology)
- Develop NCO(new customer opportunity) and/or NBO(new business opportunity) and create/manage contacts with new opportunities
- Collaborate with HQ PM for a more in depth analysis on certain applications and/or technology for strategic customers
- Collaborate with Regional Sales Managers and/or Key Account Manager for new business development as needed
- Analyze TAM/SAM and competitor's strategies for SWOT analysis and making our own strategy
- Develop trust relationships with major customers to ensure they do not turn to competition
- Acquire a thorough understanding of key customer needs and requirements
- Ensure the correct products are delivered to customers in a timely manner
- Modify existing product/develop new products to satisfy key account demands.
- Focusing on growing and developing existing customers, together with generating new business.
- Play an integral part in generating new sales that will turn into long-lasting relationships
- You will act as the key interface between the key customers and all internal teams
- Resolve any issues and problems faced by customers and deal with complaints to maintain trust
- Prepare regular reports of progress and forecasts using key account metrics
- Perform other job-related duties and responsibilities as may be assigned from time to time

COMPETENCIES AND QUALIFICATIONS:

1. Bachelor's Degree preferably in Electrical Engineering or a related technical field and 3 years of field sales experience (preferred)
2. Ability to travel (at least 50%)
3. Experience in sales and providing solutions based on customer needs
4. Technical knowledge of LED electronics/Optoelectronics/semiconductor (preferred)
5. Experience in Account Management or Territory Sales and display an attitude that is key to success.
6. Excellent organizational and presentation skills
7. Strong account management and relationship building skills
8. Initiative to undertake or continue a task or activity without another's prodding or supervision
9. Experience of managing major national accounts at head office level.
10. Highly self-motivated and team player
11. System proficiency, especially in Excel, and have the ability to learn in-depth internal software programs

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12. Must have authorization to work in the United States as defined by the Immigration Reform and Control Act of 1986

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.