

Sales & Marketing Director

„LPWAN – Wireless IoT Solutions” (m/f)



CoreNetiX offers wireless communication technologies and solutions for low-power smart sensor networks.

This **Sales position** will drive CoreNetiX's (CNX) customers towards a successful design-in of CoreNetiX products (RF Modules, Chips and other CNX products & Services). This position will also drive all target customer projects (like SmartIndustry in Freiburg, Germany) at various geographical locations. Due to the strategic cooperation with the IP500 Alliance, the main focus right now is to grow the sale potential to a high volume sales level, which finally shall put CoreNetiX into a leading provider of wireless Low-Power RF Modules and Chip in the IoT marketplace.

All third party relationships and cooperation's (incl. distribution channels, sales REPs and other coop partner) will be set up, grown and managed, in combination with the right pricing strategy and the budget of the CNX sales & marketing department.

The position is also responsible for all Marketing activities and product placements synchronized with sale. This includes all strategic and operational marketing activities to position push and promote all CNX solutions and services in the marketplace, and especially in relationship with the IP500 Alliance.

Relevant sales and marketing information will be prioritized and included in a product and service strategy, which then will be the bases for all products and services in the CNX business plan, as well as yearly sales, marketing and budget plan.

This position requires a highly motivated, results-oriented and international person, who understands to drive the sales and marketing of CNX, and who is capable of working closely in the CNX team, its strategic partners and global customers.

This unique position has the potential to grow into a Director / Vice President role and make your “dream” come through ... to be one of the key people who established the worldwide wireless standard for LPWAN and who will be one of the founding team members of a great and large company in the IoT marketplace.

Qualification:

- Degree in Engineering focused on RF technologies and communications
- 10+ years of experience in sales & marketing of wireless IC & Modules, and applications
- Has driven and successfully launched wireless projects in the market, of individual wireless chip and modules, solutions.
- Experience in creating product application notes, white papers and presentations for wireless technologies and silicon (e.g. Bluetooth, etc.) products.
- Experience in managing small and large international projects for electronic solutions.
- Excellent written and verbal communication skills, and proven ability to establish and maintain business relationships with people at all levels of an organization.
- Excellent understanding of interconnection and troubleshooting techniques for wireless hardware & software at the PHY, MAC and network layer:
 - Knowledge of wireless architecture, network and security practices.
 - Advanced PC skills and an in-depth understanding of standard software applications
- A real "Sales & Project Leader"

Others:

- Excellent teamwork skills are essential as this role will require input from a variety of internal sources including: Engineering and Technical Support teams, as well as external third party partners and their Business Development, Sales & Marketing, Product Management teams
- Ability to effectively communicate technical and business knowledge to technical and non-technical personnel.
- Ability to solve complex issues and deal with a variety of problems in situations where a limited set of processes exists.
- Excellent organizational and time management skills. Work with minimal supervision.
- Strong language skills in English, German

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