

Location: Sophia-Antipolis, France
Employment type: Experienced Professional
Contract type: permanent contract

Ref: MKT_PEL_CN

AUTOMOTIVE ECOSYSTEM LEADER

The Automotive industry is living a revolution. Electrification, autonomous driving, diverse mobility, connectivity are trends that are drastically changing the industry's rules. Among all decisive topics revolutionizing cars in the next future, Silicon Mobility is committed to support the rapid advent of electric and hybrid cars.

Silicon Mobility, an Intel Company, is a full-stack automotive technology player powering control solutions for a cleaner, safer and smarter mobility. The Company's semiconductor, tools and software solutions provide energy efficiency and pollutant emissions reduction while keeping passengers safe.

The Company is opening a "**Automotive Ecosystem Leader**" position in its office in Shanghai, China.

You are a brilliant and passionate engineer with a deep send of business focused on future technology trends and opportunities within the automotive sector. You want to support the development of disruptive products to accelerate the electrification of cars and contribute to lowering the transport impact on the environment. At Silicon Mobility, we like to light up our employee's potential. Are you up for the challenge? Contact us: send your resume and cover letter to recruitment@silicon-mobility.com

ROLE & MISSIONS

As part of the marketing and business development team, you will be in charge of building a local eco-system of partners in China, including technology providers, third parties and customers, enabling the acceleration of Silicon Mobility products on the EV market and identifying new market segments and application opportunities. You must be able to build relationships that create substantial value for Silicon Mobility by accelerating our time to market and/or increasing our revenue.

Primary responsibilities of the position include:

- Build and develop a comprehensive eco-system of partners that will fuel Silicon Mobility's product offering including embedded software, development tools, semiconductors and system design.
- Formulation and setup of partnership, joint development, and engineering agreements with automotive players (automotive OEMs, Tier-1s, internal and external technology partners and business stakeholders)
- Work closely with external partners and internal teams (sales, product management and R&D) to:
 - o Identify complementary technologies or service providers to Silicon Mobility's offering required to address customers' requirements and penetrate new markets.
 - o Formulate the technical content, the organization, the financing, the business model and the joint marketing/sales activities required that will increase Silicon Mobility visibility, reach-out and market success.
 - o Formulate business cases to support new products and present these business cases to senior management.
- Develop fact bases - sourcing and synthesizing wide-ranging information such as automotive players research, semiconductor and software market insight and existing customer data to create strategic insight to ensure that Silicon Mobility has a competitive advantage.

The position requires pro-active involvement with all departments of the Company.

REQUIRED SKILLS AND EXPERIENCE

EDUCATION:

- Master's degree in electrical, electronic or embedded system engineering

TECHNICAL SKILLS & EXPERIENCE:

- Ideally, a minimum of 10 years' experience in a business development role with technical background at an embedded system or semiconductor provider, or automotive technology provider.
- A solid understanding of the automotive market, ideally related to the EV/HEV sector such as motor control, power conversion or charging (OBC), including the key players' eco-system and trends.
- Knowledge on the following technology field will be considered as a plus: microcontroller, automotive practice, cybersecurity,
- Extensive international experience including comprehensive experience with China / Europe / US transactions
- Experience with product sales, technology licensing, joint development agreements and other strategic partner relationships
- Evidence of identifying new opportunities, defining roadmaps, and future products for new application use cases.
- Effectively present information and respond promptly to requests from peers, managers, clients, customers, and partners
- Exceptional ability to communicate and foster positive relationships
- Accountability and personal organization are essential
- Ability to translate technical challenges to ROI.
- Goal-driven, ability to set clear objectives and measure results.
- Actively participate in industry partnerships and alliances.

LANGUAGE SKILLS:

- Fluent in Mandarin and English.

BEHAVIORAL SKILLS:

- Self-motivated, pro-active, flexible and willing to accept new challenges.
- Able to work across different teams within Silicon Mobility to understand their individual needs and constraints.
- Demonstrate strong communication skills at technical and management levels.
- Willingness and ability to travel internationally.
- Willingness to work in a start-up environment.