



The Leader in Electro-Optics Technology

a subsidiary company of **LITEON**

Leotek Electronics USA Corp.

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LED GREEN Technology

Marketing Manager Position General Illumination

Leotek Electronics develops, manufactures and markets high performance, solid state lighting solutions for a variety of illumination applications including traffic signals, street lighting, area lighting, retail lighting, and various commercial and industrial lighting.

In this position the **Marketing Manager** will have responsibility for critical marketing activities for the LED General Illumination products. This position is located in San Jose, CA and reports to the company president.

Position Responsibilities

- Managing product line life cycle from strategic planning to tactical activities
- Specifying market requirements for current and future products by conducting market research supported by on-going visits to customers and strategic partners.
- Coordinating product development and launching activities with Taiwan product engineering team.
- Survey, analysis and identification of new marketing channels and setting up key channels accounts in coordination with sales and technical support teams
- Analysis of competitive products and communication of product positioning relative to competition.
- Analysis of cost and market price levels to guide pricing strategy.
- Coordination with Marketing Communications Dept. for website presence and the creation and maintenance of collateral materials including brochures, application guides, case studies, data sheets, price sheets etc.
- Development and management of trade show activities including displays.
- Design and implementation of sales lead follow up system.
- Maintenance of factory product showroom and coordination of customer visits.

Preferred Experience and Abilities

- 5+ years sales and or marketing experience in the commercial/industrial lighting industry utilizing a lighting sales representative distribution channel.
- Knowledge of photometry and LED technology.
- Proficiency with Microsoft Word, Excel, PowerPoint, and Outlook.
- Excellent written and oral English communication skills.
- 4-year college degree – preferably in engineering or marketing
- Familiarity with Oracle operating systems a plus.
- Fluency in Mandarin a plus

Leotek Electronics USA Corp offers a competitive benefits package including a medical/dental plan and a 401k program.

Please submit your resume to tammy@leotek.com

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