



## Business Development and Marketing Manager

The Business Development and Marketing Manager will be responsible for driving the growth of Infinecs Systems within the semiconductor and electronics industries by identifying, developing, and closing new business opportunities. The ideal candidate will have a strong understanding of these sectors and a proven track record in sales and marketing within a technology-focused environment.

### Job Description

#### Responsibilities:

- Develop and execute a comprehensive business development and marketing strategy to achieve revenue targets, with a specific focus on the semiconductor and electronics industries.
- Identify and qualify new business opportunities through market research, networking, and lead generation, prioritizing companies and projects within the semiconductor and electronics sectors.
- Build and maintain strong relationships with key stakeholders in the semiconductor and electronics industries, including customers, partners, and industry influencers.
- Develop and deliver compelling sales presentations and proposals tailored to the needs of customers in the semiconductor and electronics industries.
- Negotiate and close new business deals within the semiconductor and electronics sectors.
- Develop and execute marketing campaigns to generate leads and build brand awareness specifically within the semiconductor and electronics industries.
- Manage the company's online presence, including website and social media, with a focus on showcasing expertise and solutions relevant to the semiconductor and electronics sectors.
- Track and analyze sales and marketing data to identify trends and opportunities within the semiconductor and electronics industries.
- Manage the sales and marketing budget, ensuring resources are allocated effectively to target the semiconductor and electronics markets.
- Mentor and develop a team of sales and marketing professionals with expertise in the semiconductor and electronics industries.

#### Qualifications:

- Bachelor's degree in business, marketing, engineering, or related field.
- 5+ years of experience in business development and marketing, with a significant focus on the semiconductor and electronics industries.
- Proven track record in sales and marketing within a technology-focused environment, with a demonstrated ability to achieve revenue targets in the semiconductor and electronics sectors.
- Strong understanding of the, including current trends, challenges, and opportunities.
- Excellent communication, presentation, and negotiation skills.
- Ability to work independently and as part of a team.
- Strong analytical and problem-solving skills.
- Proficiency in Microsoft Office Suite.
- Experience with CRM and marketing automation software is a plus.