

Job Description

General Business Use

Page: 1/2

Date: 09/03/2018

Reference: TMP_HUR_010 V3.2

Job role	Sales & Business Development
Department	Sales
Location / Working place	Saudi Arabia

Mission

- Generate Revenue growth and develop new markets in Saudi Arabia, managing sales people
- Contribute to SAT/WISeKey profitability increase
- Contribute to product margin improvement

Main responsibilities

- Identify and close sales opportunities that meet/exceed territory revenue objectives, which include the following requirements:
 - Establish strategies (account targets and penetration plans) and meet/exceed objectives (design-wins, sales dollars) for the assigned territory.
 - Generate forecast, design win tracking and meet/exceed forecast via corporate tools and WISeKey forecasting methods, systems and meetings/presentations
 - Generate, manage, and close a consistent pipeline of new opportunities
 - Full time interaction with customers, customers' management, WISeKey management and support organizations to build & grow all businesses
 - Utilize field system engineering, product line, and management to achieve fastest rate of design win success
 - Identify the need for executive level interactions with customers and facilitate the establishment of these relationships.
 - Work with WISeKey product managers to identify target accounts in the territory and develop and implement penetration strategies for these accounts.
 - Hire, manage, train sales representative
 - Manage, train and drive revenue success with VARs, distributors and partners.

Main interfaces

Internally :

- Management team
- Business Lines
- Sales team & FAE

Externally :

Electronic versions are uncontrolled unless directly accessed from the QA Document Control system.

Printed version are uncontrolled except when stamped with 'VALID COPY' in red.

External release of this document may require a NDA.

Template reference: TMP_HUR_010 V3.2

Job Description

General Business Use

Page: 2/2

Date: 09/03/2018

Reference: TMP_HUR_010 V3.2

- Customers
- Sales Reps and Partners
- VARs and distributors

Requirements

Educational background / diplomas	Bachelor's degree in Electrical Engineering, Computer Science or the Physical
Experience	Proven track record selling solution Self-motivated individual with strong communications skills able to work independently with remote management. Experience selling security solutions for Internet of Things applications to Industrial and other market segments Experience in working with customers at the executive management level
Skills	Ability to convey complex value propositions to customers with varying levels of understanding Success in negotiating complex contracts, pricing and working with legal teams from large corporations is a must Hands-on leadership ability and willingness to spend a majority of time in the field working directly customers and reps. Fluent in English
Others	International and Domestic Travel required

Electronic versions are uncontrolled unless directly accessed from the QA Document Control system.

Printed version are uncontrolled except when stamped with 'VALID COPY' in red.

External release of this document may require a NDA.

Template reference: TMP_HUR_010 V3.2

