



## Senior Marketing Manager

Energous Corporation (Nasdaq: WATT) is the Wireless Power Network global leader. Our award-winning WattUp® wireless charging solution is the only technology that supports both contact and distance charging through a fully compatible ecosystem. Built atop fast, efficient, and highly scalable RF-based charging technology. Energous develops silicon-based wireless power transfer (WPT) technologies and customizable reference designs, and provides worldwide regulatory assistance, a reliable supply chain, quality assurance, and sales and technical support to global customers. The company received the world's first FCC Part 18 certification for at-a-distance wireless charging and has been awarded over 200 patents for its WattUp wireless charging technology to-date.

Our goal is simple: To power everything from the critical tools and devices that keep factories running to the instruments and wearables that monitor patient health – wirelessly. Our next-generation technology -- built atop innovative engineering and backed by hundreds of patents -- supports a near-limitless range of applications without the need for cumbersome charging cables and ports that limit innovation and are prone to failure. WattUp delivers advanced capabilities and design flexibility to global manufacturers who are building the latest consumer, medical, military, and industrial devices, among many other sectors.

### **Essential Duties:**

The successful candidate will join a cross-functional staff of high-energy and driven RF base wireless power experts that manage all aspects of a product's life cycle that starts with ideation, continues with development and release to high volume production, and culminates with the broad market business development of our products. Joined by other product and applications managers and development staff, our Marketing Manager is the ultimate leader of the product portfolio and is responsible for managing our current business and defining our future business potential. Our Marketing Manager will work collaboratively with Energous applications and system engineering teams to develop full signal chain solutions and lead the business discussions in the RF and wireless communication area of the potential opportunities.

The Marketing Manager is charged with growing the business for our existing markets and into new emerging markets and applications spaces. He/she will be responsible for the strategic direction of our product investments and serve as its principal spokesperson. An effective communicator, the successful candidate will work closely with Energous business development and customer support team and internal support functions in Operations, Qual/Rel, and foundry teams.

The role is ideal for an ambitious, energetic, motivated individual looking for new career challenges with a proven product and application track record, who is customer application focused with excellent technical and communication skills. The candidate will report to the Vice President of Marketing and while working directly with our applications, design, and product test engineering teams.

This position entails a significant level of influence internally with other technology and market groups within Energous and externally, the position requires good leadership and management skills, application-level instincts, experience, and insights to help develop and nurture the development of industry-leading products and contribute to new future product definition concepts that deliver strong financial returns for the company.

As Marketing Manager your direct responsibilities include:

- Product line strategy and roadmap
  - Present viable business plans and strategies that show economic return on investment to executive leadership
- Primary contact for worldwide sales and marketing team
  - Identify, develop, and capture new business opportunities that align with the overall business objectives for growth. Actively manage the opportunity funnel within the product line and increase our conversion rates
- Customer facing and new product promotion
- Pricing approvals, which includes working with various internal stakeholders to analyze costs and developing & negotiating pricing agreements
- Product lifecycle management
- In addition, you will oversee project accounting responsibilities which include:
  - Track all financial aspects of the Product Line (revenue, GM, bookings, etc.)
  - Track projects R&D spend and ensure projects are within budget

#### **Qualifications:**

- BENG/BSEE degree in a technical discipline
- A minimum of 10 years industry experience in wireless communication, and general broad market RF wireless power applications
- A minimum of 5 years of Semiconductor marketing experience
- Proven experience in successfully bringing new product technologies and solutions to market and driving customer adoption
- Demonstrable customer empathy and experience in identification of customer needs as well as an understanding of customer focused design practices
- Ability to develop insights about customers application issues and under application value creation
- Ability to work equally well in external facing roles and communicate and operate as a communication bridge across all internal development teams

#### **Location of Employment:**

San Jose, CA (Santa Clara County)

#### **Remote Working:**

Hybrid per Company policy

