



JOB DESCRIPTION

Job Title: Senior Sales Executive

Department: Sales

Manager: CTO

Location: Flexible

Thalia Design Automation is an Electronic Design Automation solutions provider targeting Analog and RF chip design market. Our solutions through high value consulting offerings help customers to quickly and efficiently address issues e.g.

- Migrating designs across technologies,
- Creating different variants of a design,
- Generating and/or assisting in the development of IPs
- Custom IC Design

Thalia's value proposition is that we deliver these complex designs in a much shorter timeline compared to conventional means. This is achieved by the unique combination of intelligent automation software developed in-house and very experienced resources. This is not conventional design services, this is Intelligent automation toolsets + High quality resources.

You will be working with some of the most prestigious EDA/CAD/CAE/Analog Design organizations in the world helping them transform their business using technology.

We are seeking a highly motivated individual. As a Senior Sales Executive you will be managing a growing business with several large, visible clients while driving yearly revenue targets and long-term revenue opportunities.

The role would initially require at least 3 days of commitment with Thalia per week. Thalia management will review this effort level monthly. Eventual goal is full time involvement with Thalia.

Core Job Functions:

You Will:

- Understand your client's business and their challenges / opportunities related to the deploying automation in addressing Analog/RF design business issues like Migration, Derivatives and IP development.
- Develop and maintain broad and deep customer partnerships that involve building relationships at the VP of Engr and CTO level.
- Ensure that Thalia teams are well-orchestrated and leveraged around relationships and opportunities, by communicating the vision and strategy for your account, handing off opportunities to team members and providing feedback to HQ departments as needed.



- Create a strategic and actionable account plan for Thalia's unique consulting offerings that defines a clear growth strategy.
- Develop and manage a healthy and predictable pipeline that includes qualified opportunities – this is an absolute requirement
- Close opportunities by continuously reinforcing business value.
- Ensure that clients is satisfied with the deployed solutions and consulting services provided by working with team

Key Accountabilities

- Effectively prospect the territory to uncover companies that have a potential need for Thalia's consulting offerings.
- Generate leads – customer activity and visibility within the semiconductor space.
- Qualify potential accounts to understand customer needs, requirements and buying process. Uncover customer desired objectives, the obstacles to their success and the cost of inaction.
- Work in tandem with Thalia's Biz team – CEO and CTO and drive customer strategy and customer discussions.
- Identify key customer projects and decision makers. Engage and interact within customers at various levels to understand customer infrastructure and hierarchy.
- Understand clearly Thalia's strategy, offerings and value proposition. This is not design services. Work with team to understand the usage model of the solutions offered.
- Formulate Thalia's solutions to meet customer requirements. Propose and present a set of technologies and/or services that address customer's needs. The key is being adaptive and not being prescriptive. Migration as a solution will not work everywhere, so should be able to listen to the customer, work with the biz team and suggest solutions to the customer.
- Negotiate and close a Win/Win transaction. Work closely with customer to reach mutually beneficial agreement.
- Deliver and deploy solutions to customer satisfaction. Collaborate with field technical team and customer to drive adoptions.
- Must be willing and able to travel > 40% of the time. Regular meetings with credible customers is a must.

Key Success Criteria

- Delivering customer discussions – credible customer discussions.
- Revenue targets are met or exceeded
- Revenue equates with resources and time used to win the deal (e.g., effective total cost-of-sale)
- The Senior Sales Executive must clearly communicate the key initiatives clients have developed to meet their commitments and how Thalia can be a part of these (e.g., how their commitments align with corporate priorities and how Thalia can help).
- You ensure that team members communicate a consistent message to the clients.



- You are responsible to define an account plan that includes a growth strategy
- Ensure pipeline is adequate to meet revenue goals, with the right balance of short-term revenue opportunities and relationship-based strategic opportunities.

Key Skills and Experience:

The successful candidate will possess the following combination of education and experience:

- BSc or MSc or equivalent in Electronic Engineering, Computer Science or related subject
- Strong commercial related EDA/CAE/CAD/Services sales experience.
- Extensive experience with European and North American Semiconductor design companies
- Must have experience with some combination of the following areas: EDA design flow, Simulation, Analog Mixed-Signal, Physical Verification including Extraction, DFM, Analog Design methodology
- Ability to develop customer's relationships at management level
- Ability to structure and manage complex deals.
- Understanding of EDA tools and design flows.
- Ability to lead and motivate small multi-national teams.
- Excellent communication and presentation skills.
- Good organisational skills, self-driven and proactive.
- Adaptability to change
- A clear track record of success and delivery

Thalia Design Automation Ltd is an Equal Opportunity Employer

This job description is intended as a summary of the primary responsibilities and qualifications for this position. The job description is not intended to be inclusive of all duties an individual in this position might be asked to perform or of all qualifications that may be required either now or in the future.