

TRANSFERFI PTE. LTD.

WWW.TRANSFERFI.COM

ADDRESS: #01-53, 81 AYER RAJAH CRESCENT,

SINGAPORE 139967

PHONE: (+65) 91908109, 96589896

ACRA REG. NUMBER: 201728348W



Why join TransferFi?

At TransferFi we are providing the opportunity for you to make a difference in society and be part of a mission to create next generation power distribution technology on earth and beyond with a highly motivated and talented team.

What are we building?

Are you geared up to make a difference by revolutionizing the way we access power?

TransferFi is currently developing the world's first long-range, safe and efficient Wireless Power Network (WPN). It will be used to power Industrial IoT sensors to reduce wiring complexity and high-power applications that will provide easy access to primary sources of energy such as remote and offshore renewables. All this is done through patented signal optimization and beamforming algorithms that will extend the range of Wireless Power Transfer (WPT) to 100 meters and beyond.

Senior Technical Business Development Manager

We are seeking a motivated Business Development professional to lead and accelerate our business growth especially in areas of wireless power transfer and industrial automation.

The Role

The Business Development function at TransferFi is unique and designed to focus on market intelligence, lead generation and sales growth of our revolutionary technology. The candidate should be a customer-facing, best in class technical and business domain expert in TransferFi's focused growth areas. You will lead & enable the organization to effectively generate new business through penetration into industry eco-systems and key accounts in the region.

Key Responsibilities

- Identify potential clients, and the decision makers within the client organization.
- Cold call as appropriate within your market or geographic area to ensure a robust pipeline of opportunities.
- Deliver clarity on product-market fit for the TFi Wireless Power Network (i.e. markets, geographies, margins, sales strategy and channels).
- Design an interview or survey kit for current and future customers. This allows us to understand exactly the right metrics and motivation for that use case.
- Help in estimating pricing for our solution within the product-market fit identified.
- Plug into our specialized partner network (system integrators, suppliers, investor network and contract business development advisors) and actively expand it.
- Own and assist in developing a Partner Programme which allows us to standardize Terms of Engagement with sales channels and other commercial partners globally.
- Commercial Kit development (whitepapers, master slides, training material for other incoming BD/sales team, CRM and metric tracking for BD/sales).

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- Represent TransferFi at conferences, meetups and other places along with the founders.

In the long term (next 12 - 24 months):

- Develop an aggressive, strategic roadmap on revenue growth and action plan to hit business targets.
- Develop and execute a strategic plan on structuring the business development and sales organization, from within, to hit the above plan.
- Work with the founders and the talent lead on hiring strategy for the business organization.
- Assist directly and actively in future fundraising.
- Project financial needs for the organization's growth and business execution.
- Completely own and be responsible for business verticals and sales approach.
- Build strong and deep brand value within the market, working very closely with the PR, Marketing & Content (PMC) lead.

Qualifications

Basic Qualifications

- Bachelor's degree in Engineering and/or MBA preferred.
- 2+ years' experience in an engineering, applications, marketing or sales role in industrial automation and industrial sensors is preferred.
- Extensive experience and domain knowledge in key markets, value chain, technology trend, key players etc. in Semiconductor industry.
- Track record of excellent customer engagement skills and interpersonal relationship skills.
- Understanding of turnkey solutions, R&D and Test process and the decision-making flow.
- Strong sales & business acumen, strategic thinking capability and entrepreneurship spirit.
- Integrity, logic-thinking & learning, superior soft skills including actively listening, negotiation, Innovative and self-motivation and result-oriented.

Preferred Qualifications

- Demonstrated relationship with key automation companies.
- Deep understanding of sensor network solutions.
- Be able to deal with change and uncertainty.
- Be highly creative and think outside the box.

Please email your CV to lionel@transferfi.com