

SYNOVA SA Innovative Laser Systems

**“Where others see impossibilities,
we see solutions”**



Headquartered in Ecublens near Lausanne, Synova is the pioneer of a revolutionary hybrid laser processing technology – Laser MicroJet®. Synova provides state-of-the-art high precision material processing in the semiconductor industry as well as for emerging applications in the electronics, MEMS, solar cell, flat panel display and medical industries.

To support Synova’s exciting growth, we are looking for a

Marketing Executive based in Ecublens

In this position you will:

- Participate the marketing research and analysis of customers (surveys), products and applications, competitors and Contribute to the strategic planning of an annual or long term marketing plan to drive forward agreed company objectives.
- Participate marketing research and analysis of customers, products and applications, competitors and industry (incl. regulatory) trends to obtain an objective understanding of the customer base and the company competitive position in the industry
- Participate in determining customer requirements for inclusion into product roadmap and future product enhancements
- Organize trade shows, conferences and seminars, including presentations and materials
- Plan, develop and execute targeted customer communications and in house seminars
- Conceive and execute dedicated marketing campaigns in support of the overall company strategy
- Drive the company brand name and web presence as webmaster
- Develop and produce marketing and sales literature / tools, eg products brochures, technical papers, applications notes, press releases and company presentations and arrange the effective distribution
- Monitor and report on the effectiveness of marketing activities and programs
- Maintain, build and update databases

For this position, we are looking for candidates with the following profile:

- Tertiary education such as HEC, HEIG or equivalent with a combination of engineering, marketing and communications.
- Several years of experience in marketing capital equipment within the high-tech industry.
- Strong presentation skills with excellent written and oral communication in English and French (German a plus).
- Flexible and ready to travel from time to time
- Hands-on personality, proactive and solution driven

Do you want to join our fast-growing, innovative and progressive company? If you feel that you have the qualities to make an effective contribution, please apply now:

**SYNOVA SA
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