

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

Technical Marketing Manager based in Ecublens

In this position you will:

- Develop and implement a marketing strategy to maximize the company profit and revenue
- Conduct 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
- Plan, develop and execute targeted customer communications and in house seminars
- Drive the company brand name and web presence
- Manage trade shows, conferences and seminars, including presentations and materials
- Develop and produce marketing and sales literature / tools, eg products brochures, technical papers, applications notes, press releases, company overview, samples.....
- Determine customer new requirements to fold back into product roadmap and future product enhancements
- Conceive and execute dedicated marketing campaigns in support of the overall company strategy
- Monitor and report on the effectiveness of marketing strategies and programs
- Train sales representative on technology, products and applications as well internal staff on new products

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

- Technical background (engineering, physics,..) relevant to material science and industrial lasers application
- 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:

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