



Role Description

Role Description	Senior Sales Engineer
Document owner:	Senior Business Manager
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Keep informed:	Senior Business Manager, Chief Commercial Officer, HR, Senior Sales Engineer

1. Overview

The role of the senior sales engineer is to be a technical lead within the Commercial Department to improve OxTS' understanding of key markets and application and present/demonstrate them to customers. The role entails having and/or developing an in-depth knowledge of OxTS products and their place and purpose within target markets now and particularly in the future. The role will include a significant amount of proactive and reactive customer contact, delivering product demonstrations and training and gathering user insights. This will involve both UK and international travel. The Senior Sales Engineer is responsible for delivering strategic product sales for the core business once they are launched via new product development work. E.g., Ultra-wideband product sales for indoor ADAS testing.

2. Duties and responsibilities

2.1. General

- Responsible for driving sales of strategic products into the core market through a technical value proposition. E.g., Ultra-wideband product sales for indoor ADAS testing.
- Dealing with and having quality control with complicated and high-profile events, demonstrations, customer issues and product definition
- Define, arrange and deliver customer demonstrations that support pre- and post-sale activities. During these activities observe and capture customer actions, behaviours and feedback and then debrief the product management team
- Define, arrange and deliver customer demonstrations that support product positioning at conferences and exhibitions. During these activities observe and capture customer actions, behaviours and then feedback and debrief the product management team
- Prepare and deliver appropriate technical training to the OxTS representatives
- Research and evaluate competitor products and services and produce comparative analysis for internal customers, e.g. sales team
- Provide technical guidance to the commercial department on product system configurations and technical product benefits
- Be the primary contact for technical non-support related enquiries from the OxTS representatives and end-customers
- Represent the product management team within designated company projects, and ensure successful, on-time and on-budget project delivery
- Support the relevant product manager with technical product positioning and the creation of collateral for internal customers, e.g. sales team
- Investigate and evaluating complimentary technologies and products to enhance the OxTS offering

- Ensure that OxTS are focussed on future developments by looking ahead and leading strategic new product development projects
- Coordinate and support new OxTS product evaluations and field trials
- Lead and mentor the Product Engineering function (within Commercial) to ensure that they remain relevant to the needs of customers internally and externally

2.2. Other

- Build and maintain strong working relationships with both internal and external customers for mutual benefit
- Follow OxTS policies and procedures, organise filing systems, network folders and email systems to ensure efficient and effective processing, sorting and retrieval of information for all work

3. Revision History

Revision	Changes
220524	New Senior Sales Engineer role description