DISTRIBUTION FIELD APPLICATIONS ENGINEER

Job Description:
As part of the technical sales team, you will be located within a major market/territory and serve as the primary technical contact for Micron distributors, customers, sales people, and Micron sales representative, managing the day-to-day design opportunities. The Distribution Field Application Engineer is responsible for leading all aspects of field technical engagement and demand creation within the assigned territory from opportunity discovery to implementing new product introduction strategies working closely with the business units promoting Micron products and technologies within the region.

Responsibilities include but are not limited to:

- Own the creation and execution of the technical business plans for their assigned region, ensuring the alignment between local and corporate objectives. Elements of the technical plan include, but are not limited to, the development of registrations and design win budgets, training plan, branches reviews and QBR’s, deployment of distribution specific programs promoting key Micron products.
- Contribute to the development and implementation of the annual business plan (sales revenue plan and customer base expansion) for the assigned territory.
- Proactively align and collaborate with regional sales and marketing teams to secure new accounts and memory socket qualifications.
- Build strong relationships and work in close partnership with Technical leadership at Micron Sales Representatives, Distributors within the assigned region.
- Utilize the Distributors and Micron Representative resources; Micron centralized Applications and technical marketing resources to increase the quantity of Design Wins in the assigned territory. Participate in monthly local design opportunity reviews for each Top branch within the assigned territory.
- Utilise the Micron CRM tool to effectively track all significant opportunities/design-Wins.
- Meet and exceed territory Design win targets.
- Provide effective and rapid delivery and/or co-ordination of technical support to Micron customers/enablers, Distributors, and the extended field sales force. Support includes applications advice, product recommendations, and technical problem resolution, on-site debug.
- Proactively define and deliver applications and product level training to Micron Distribution/Rep FAE’s and Sales force. Focus on field resource engagement and deployment through arranging trainings and customer actions follow-up. Communicate best practices, wins, losses, and issues.
- Work with key customers and memory enablers to attain design wins and qualifications of Micron memory products in their applications. Visit and/or key contact memory enablers and production customers to determine their needs for new products and/or features.
• Identify and communicate required Marketing/Technical collateral (e.g., product guides, cross references, advertisements, Technical Notes, etc.).
• Represent Micron at appropriate industry trade shows and conferences.

Qualifications:
• Excellent interpersonal, communication, and presentation skills with a strong desire to drive results.
• Take the initiative. Have a high drive level and proactivity. Ability to indirectly manage activities and direct other team members
• Solid technical background in overall electronics design with an extensive level of knowledge in one or more disciplines Understands and can contribute to block diagrams in customer base to leverage solution-selling.
• Demonstrated ability to acquire additional knowledge in a fast and informal learning environment.
• Demonstrated work initiative as a self-starter with excellent time mgt and prioritization skills for maximum ROI, with ability to follow up actions to closure.
• Good understanding of customer/application needs relative to product(s), technology, technical trends, competition, design process and design cycle.
• Ability to address all levels of customer management and influence decision-makers.
• Ability and willingness to travel extensively. Regionally 60%
• Prefer 3+ years applications engineering or design experience, which may include:
  o Design and test experience in one or more key Micron market segments such as wireless, industrial, automotive, consumer or networking. This can include system design, debug and test.
  o Experience managing multiple accounts.
  o Strong knowledge of one or more Memory technologies a strong plus.
  o Behavioral and electrical simulation of logic and system.
  o Ability to perform lab debug with oscilloscope and logic analyzer.
• Working as an applications engineer for a semiconductor manufacturer.
• Have excellent English skills, both oral and written.

Education:
BSEE or MSEE degree.