



Marketing & Sales Analyst

Leading the LED Industry Since 1992

Leotek Electronics USA LLC., located in California's Silicon Valley since 1997, and celebrating over twenty years as an LED lighting manufacturer, is globally recognized as a pioneer in light-emitting diode technology. With millions of LED products installed worldwide, Leotek offers a substantial history of proven performance. The company manufactures innovative LED lighting products for applications encompassing traffic and transit; street and area; petroleum, convenience, grocery and retail stores.

Leotek is committed to developing emerging solid-state technology that offers greater longevity and environmental viability than traditional lighting sources, while reducing energy consumption and maintenance costs. In 2007, Leotek was acquired by Lite-On Group, a multi-billion dollar electronics manufacturing conglomerate.

Location:

San Jose, CA.

Department: Marketing

Summary of Responsibilities: The Marketing & Sales Analyst has the responsibility for creating and distributing sales and marketing reports. This individual will coordinate, maintain and organize product information and distribute to sales and marketing management as required. In addition, this position will support the sales team on Salesforce and utilize Salesforce to generate sales reports. The incumbent will also be responsible for identifying sales leads using bid notification services.

Job Responsibilities:

- Provides support for the sales function through research
- Support Sales team on Salesforce and various web services (e.g. Onvia) to look for bid opportunities
- Assist in the analysis of the company's markets, competition and product mix.
- Researches and makes presentations on new market areas.
- Collect data for analysis on the competitive environment and future trends
- May make recommendations based on findings.
- May publish regular updates on market conditions to track company progress in specialized market niches or product technology disciplines.
- Communicate with Regional Sales Manager on leads.
- Coordination with marketing communications team for website presence, trade show activity, and the creation and maintenance of collateral materials including brochures, application guides, case studies, data sheets, and price sheets.
- Keeps up-to-date knowledge of the industry, as well as the competitive posture & of the company, and prepares activity and forecast reports as requested.
- Plans and implements projects that support the sales organization.
- Assist and generate sales report.
- Assist Management to customize reports as required. Some analysis may be required.
- Responsible for generating production forecasts
- Assists sales organization in providing technical and administrative product information.



- Ensure to provide accurate market analysis data for quoting customer prices.
- Prepares the distribution of accounts to the Sales forces and updates the automated tracking system, such as CRM.
- Coordinates with Sales forces to provide sales documentation and satisfy customer requirements.
- Responsible for coordination of Traffic Signal Lighting bid activities with regional sales managers on periodic basis
- Any other project assigned by the Management

Job Requirements:

- Bachelor's degree in Business, Marketing or a similar major from a four-year college or university.
- 3 years' experience in an office environment working with business reports and e-mail.
- High proficiency in Microsoft Office, esp. Excel and Outlook
- Experience with Salesforce a plus.
- Experience with SAP or Oracle operating systems a plus
- Excellent communication skills in writing and speaking
- Ability to work independently and lead large strategic projects
- Excellent written and oral English communication skills.
- Flexible and responsive; able to perform in a fast paced, dynamic work environment and meet aggressive deadlines
- Detail oriented, and a strong team player, excellent analytical skills with ability to multi task
- High proficiency in Microsoft Office, esp. Excel and Outlook

Supervisory Responsibility: NONE

Travel: NONE

Leotek Electronics USA LLC has work environment that promotes diversity, equal opportunity, embraces change, and provides leadership opportunities to its talents.

If you are looking to make a move and are highly motivated professional who welcomes new challenges, take a look at our career page by visiting www.leotek.com .