

Director, Marketing & Business Development

Explore a unique opportunity to shape a public company and work closely with the CEO, CTO, and Board of Directors as well as key sales and engineering professionals to further our leadership position among our competitors. This position offers immediate upside potential for a marketing professional who delivers results.

The Director of Marketing and Business Development will be charged with driving future business success for Data I/O with a focus on our Automotive Programming and Secure Provisioning Products and will be responsible for developing the product strategy and roadmaps, establishing and managing relationships with new and existing key customers, industry partners, and industry influencers, and creating demand for our sales and channel partners. Additionally:

- Oversee the development of strategic market/product line business plans and marketing programs to support revenue and design win goals.
- Evaluate and manage new strategic business opportunities
- Lead efforts to build strategic partnerships with semiconductor suppliers
- Provide leadership in the planning, designing, due diligence, and implementing of strategic business objectives.
- Analyze market data to identify trends/opportunities, develop strategic direction from market information, and create compelling market analysis presentations.
- Lead development of Marketing Requirements Documents and business cases for new products
- Create Presentations for Sales, Marketing and Partner use
- Manage the Marketing team (Product Management and Product Marketing/MARCOM)

Success in the role is measured primarily on design wins and revenue growth of the SentiX security products at Data I/O.

Summary of Experience and Education

- Bachelor's degree in business, marketing or related field, MBA a plus
- 10-15 years experience in product management, product marketing, or business development
- Demonstrated ability to drive market adoption of new products and initiatives
- Relevant semiconductor or systems / instruments industry experience and knowledge, a strong plus
- Experience working with semiconductor distribution and channel partners in the Americas, Europe and Asia
- Knowledge of digital security industry and standards is a plus

Required Knowledge, Skills and Abilities

- Demonstrated performance in market development and securing design wins for new products
- Deep understanding of business and financial principles
- Solid research and strategic analytical skills
- Demonstrated business intelligence in marketing, strategic management and business planning

- Ability to work with current technology
- Ability to communicate clearly and professionally both verbally and in writing to create and deliver compelling and professional business presentations
- Ability to establish trust and rapport with others both internally and externally
- Redmond WA location with travel expected to be 20-30%