

The Company

We believe new digital technologies have the potential to enable us to do what we do today in even better ways tomorrow. How can we unlock the potential of such technologies to benefit society and create sustainable value?

Leitwert is streamlined on market pull: when solving real problems with and for our clients we create simple and modular solutions. By doing so we are bootstrapping a digital technology company for the 21st century, always keeping in mind that every development and every innovation must ultimately create value by reducing cost or increasing efficiency.

In a stimulating environment, we realize technologically sophisticated projects. Leitwert is a Spin-Off from the ASL (Autonomous Systems Lab www.asl.ethz.ch). Originating from a robotics project, we constantly explore new technologies to increase our know-how, widen our horizons and expand our expertise in electronics, asynchronous programming and product development into new fields such as augmented reality or computer vision.

Our projects range from wearable devices for vital sign monitoring (consumer, professional sports, medical research) to sensing systems (remote monitoring of pharma production processes, smart metering, flight controllers), algorithm development (machine learning, image processing, 3D image mapping, pattern detection), firmware (from consumer products to safety critical applications (medical) - see also www.ConcRTOS.io) encrypted firmware delivery and device management (<https://dms.leitwert.ch>) to web apps (e.g. for energy data management in retail or data collection in agriculture). We are also active in emerging fields like augmented reality applications.

With our solutions for connected products we master the key competencies to collect, store and analyze large amounts of data.

Grow with us and become part of the team as

Strategic Business Developer (f/m)

Objective

Ensure a regular inflow of project mandates by taking proactive marketing and acquisition measures focused on defined target markets, to support a stable business development with a clear focus on growth. Commercial contact person for clients and prospects.

Main responsibilities

Strategic market positioning:

- Contribute (in collaboration with Leitwert's Management) to a sharp formulation of Leitwert's target-positioning and -image in the market
- Contribute to the identification of the key target market segments
- Allocate Leitwert's products and services to the identified target markets

Planning and execution of communication and marketing strategy:

- Contribute to the formulation of the core marketing message(s), respecting the sequence of: WHY > HOW > WHAT
- Draw up, structure and implement a marketing strategy and marketing mix
- Choose and implement the appropriate means and channels of communication, giving special attention to social media communication as a marketing tool
- Set up a marketing plan with clearly defined milestones, based on the strategy defined

Key Account management and acquisition of new clients:

- Maintain regular close personal contact with existing and past clients
- Establish a continually growing list of leads, based in particular on the expressions of interest emerging from the communication activity.
- Identify novel areas of interest expressed by prospects/leads as input into the further development of Leitwert's innovative product/service portfolio
- Establish with potential clients the initial overall specification of a possible contract as input to the technical specialists and collaborate with them in drawing up a proposal for detailed client-negotiation
- Conduct the technical/commercial negotiations (together with the nominated technical specialist/potential project manager) and close the deal.

Development of our marketing and sales team.

Your profile

- Positive, open and communicative personality, team player, proactive character
- 3 - 5 years of experience in marketing and selling engineering services and software based products
- In-depth knowledge of business fundamentals, interrelationships and the ability to apply it in a structured way
- Formal training in marketing is desirable, but not a condition
- Experience in med-tech is desirable but not a condition
- You bring know-how of modern internet-based tools for marketing communication
- University degree in a technical discipline, preferably electronics or computer science
- Comfortable in a start-up company culture and prepared to contribute to shaping it further:
Startup Multitalent
 - hungry to leave your comfort zone,
 - fast learner: able to analyse a situation and learn what is required to master it,
 - hands-on working style,
 - structured, proactive and taking responsibility
 - willing and able to perform and deliver
 - you love challenges and thrive in a challenging environment
- Excellent english and german skills

What we offer

- Diversified work with lots of exposure to clients (high-tech companies from CH, EU and the Silicon Valley)
- Highly motivated, dynamic team and the opportunity to build up our team with us, to actively shape our corporate culture, and to invent the world of tomorrow with us.
- Working location: Zürich
- Flexible working hours

Are you a team player with the urge to deliver first-rate performance? In that case, we would be delighted to have you on board.

Miro Käch is looking forward for your complete application at jobs@leitwert.ch (motivation letter, CV, employer references, degrees including grades).