

## Applications Engineer

Department: **Product Marketing - Europe**Location: **United Kingdom**

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**Job Summary:**

The Application Engineer is responsible for attaining sales goals in the assigned sales regions with pre-sales technical support, proposal preparation, lead development, order coordination, and field presentations.

**Essential Functions:**

- Participate in customer meetings, present technical solutions and address technical questions in an appropriate manner.
- Assist and support in the design of Leyard solutions including BOMs and high-level schematics.
- Assist in analysis of tenders, proposals and quotations in close cooperation with Sales and Inside Sales
- Create and present conceptual ideas to internal and external customers.
- Train the sales managers and the partners on the product positioning and competitive advantages.
- Make technical presentations and demonstrate how Leyard solutions exceed client needs and expectations.
- Liaise with other members of the team and exchange knowledge and thoughts, actively document and extend the knowledge database.
- Support marketing activities by attending local demoroom visits, trade shows, conferences, and other marketing events.
- Develop long-term relationships with clients, through managing, understanding and interpreting their requirements.
- Transfer of all required information to the operations and field service team in order to ensure a smooth project implementation.
- Committed to protect company's or partner's confidential information

**Education and/or Experience required:**

- Electronic Engineer level or equivalent.
- Experience in sales and technical activity in a high-tech environment.
- Experience in the pro-AV industry (video), preferably in the LED market.
- Technical expertise in different aspects of the video wall (display, processor and control software).
- Advanced user of MS Office software.
- English – native speaker or a high proficiency level (C1)

**Specific Job Skills:**

- Self-motivated and determined to achieve challenging goals and objectives.
- Customer-oriented, able to understand the internal and external clients' needs.
- Comfortable interacting with customers.
- Flexible and ready to accept new challenges.
- Ability to be organized and manage its time efficiently. Able to understand priorities and urgencies.
- Strong communication skills, in order to collaborate with internal and external customers.

**If you are interested in applying for this position, please send your CV and cover letter to [hremea@leyardgroup.com](mailto:hremea@leyardgroup.com).**