

# Sales and Marketing Support

## About the job

Xelera is looking for a Sales and Marketing Support who possess a unique balance of technical depth and strong interpersonal skills with a proven talent to support our business growth of cutting-edge accelerator technology on public clouds, high-performance data centers and edge clouds.

## About the opportunity

Xelera is a young start-up of enthusiastic software engineers and technology lovers who develop software for the newest hardware accelerator chips the industry has to offer. Based on your passion for technology you will be able to contribute in a mix of consultative sales and marketing to craft content that address business problems and accelerate the adoption of the Xelera platform.

## About the qualifications

- A Master's Degree in Economics and Computer Science or a related field.
- Ability to understand complex technology and transfer this into business benefits and vice versa to translate business demands into technical requirements ("push & pull")
- Hands-on experience driving product and/or solution demand for technical offerings
- Enthusiastic and self-starter
- Well organized with strong writing and general communication skills in both English and German
- Ability to work with start-up mindset, e.g. flexible, result and customer oriented
- A good understanding of emerging technologies and trends on a holistic view e.g. AR/VR, streaming, AI/ML, mobile internet, gaming, data center infrastructure

## What you will do

Transfer of marketing activities into successful sales including lead generation, lead management and customer development, this includes:

- Definition of marketing targets in coordination with stakeholders and deduction of target-oriented communication measures including coordination and execution
- Orchestrate all pipeline development programs and marketing campaigns including email, paid advertising, webinars, blogs, content syndication etc. in coordination with stakeholders
- Build, own and execute campaigns plan which will deliver on the pipeline targets. Manage and continually evolve our campaigns
- Support in proposal preparation, proposal and offer creation and customer presentations
- Presentation and demonstration of Xelera products and solutions
- Support in customer consulting activities potentially in an active role
- Support in customer relationship management, including management of product and solution briefs, Proof-of-Concepts and coordination of additional technical resources

## Where you will apply

Just drop us an e-mail at [joinus@xelera.io](mailto:joinus@xelera.io).