

## Job Description – Sales Director Europe

### Cohda Wireless

Connected Autonomous Vehicles are poised to transform our cities and highways, improving safety and reducing congestion and emissions. Since 2004, Cohda Wireless has led the way in CAV technology, with proven applications for connecting vehicles, infrastructure and pedestrians that will make our streets safer, smarter and greener. Our innovative software solutions connect vehicles to each other and to smart city infrastructure, enabling accurate vehicle positioning, and cooperative collision avoidance and congestion reduction. Cohda Wireless technology allows vehicles to see around corners, know where they are without GPS, and interact with traffic infrastructure seamlessly in real time.

Cohda's mission is to make transportation safer and more enjoyable for all road users, with less impact on the environment. And we pursue this mission in four market segments: Automotive, Smart Cities, Mining, and Autonomous Vehicles.

The products and services to be supported:

- Hardware solutions for R&D, trials, pre-development, and OEM production projects. These also act as reference designs for the deployments
- Network Layer software libraries for the European market (ETSI TC-ITS compliant), the US market (IEEE 1609 compliant), and Chinese market
- Facilities Layer software libraries, also for the European, US, and Chinese market
- Applications Layer software libraries

[www.cohdawireless.com](http://www.cohdawireless.com)

**Position:** Sales Director (Europe)  
**Reporting to:** VP of Business Development  
**Date:** March 2020

### Position Overview

We require a stronger presence in the Europe in response to the V2X market growth and the expansion of our customer projects. An experienced candidate with a track record of success in selling to automotive customers has the opportunity to contribute to our growth. Specifically, we require a leader to increase our presence with important customers and to provide local support by being highly responsive to European based customers by addressing program and technical issues.

Meeting revenue targets for the Trial Market and achieving design wins in the Deployment Market will be the primary focus of the role. The European office was established in 2014, and this position will also

involve running the office, leading the office staff to further include Sales and Field Application Engineers, and being responsible for the administration of the office.

## Major Responsibilities

The Business and Sales Lead is expected to lead business, marketing and sales activities in the European market. As vehicle OEMs progress towards deployment a key part of the role will be to achieve design wins in this space. Likewise, as road operators deploy infrastructure the role will involve achieving design wins in this space also.

Until such time as revenues commence from the Deployment Market, revenue from the Trial Market will continue to be important. The Business and Sales Lead will be responsible for achieving these revenues in the European market.

While marketing will be led from the international home office, the Business and Sales Lead will be responsible for the identification of potential Marketing Events in the Europe, and for the organization of our involvement in such events.

Finally, the Business and Sales Lead will be responsible for the administration of the European Office. Initially the office will consist of the Business and Sales Lead and the FAE, responsible for supporting European customers.

## Major Duties

For the automotive Deployment Market the Business and Sales Lead duties are expected to encompass the following (at a minimum):

- Establishing and maintain productive relationships with OEMs and Tier One suppliers in the Europe through regular contact
- Being aware of upcoming V2X RFIs and RFQs
- Ensuring that we have an opportunity to be included and respond to appropriate RFQs
- Assisting with the response to these RFQs
- Achieving Design Wins in this market
- Seeking and obtaining NRE payments in this market

For the infrastructure Deployment Market the Business and Sales Lead duties are expected to encompass the following (at a minimum):

- Regular contact with Government Road Authorities and Infrastructure Equipment Vendors in Europe
- Being aware of upcoming V2X Infrastructure RFQs
- Ensuring that we have an opportunity to be included and respond to appropriate RFQs
- Assisting with the response to these RFQs
- Achieving Design Wins in this market
- Seeking and obtaining NRE payments in this market

For the Trial Market the Business and Sales Lead duties are expected to encompass the following (at a minimum):

- Meeting revenue targets for the European Trial Market
- Opening up new opportunities in the Trial Market
- Ensuring that we have a high profile through regular contact with all potential customers in this market

For Marketing the Business and Sales Lead duties are expected to encompass the following (at a minimum):

- Identifying suitable marketing events in Europe (e.g. conferences, trade shows, tech days, etc.)
- Supporting marketing events (e.g. demos, product launches, displays, etc.)
- Contact with European media, supported by the VP Marketing
- Update CRM data base

For Office Administration the Business and Sales Lead duties are expected to encompass the following (at a minimum):

- Managing the finances of the subsidiary (with the assistance of our accounting team )
- Providing leadership to the European office
- The Business and Sales Lead will need to provide day-to-day supervision of the Sales Engineer and FAE

### Essential Experience, Skills and Qualifications

- Degree level qualification;
- Minimum 7 years' experience in automotive sales, with a history of new design wins;
- Automotive safety electronics and/or body electronics products and software sales experience;
- Embedded Software sales and setting up of licensing models;
- Government sales experience;
- Running a small business and financial management;
- Willingness to undertake frequent travel throughout Europe;
- Ability to work under limited direction, self-motivated and capable of achieving agreed targets and performance indicators;
- Demonstrated ability to work effectively in a team environment with strong communication skills;
- Proven commitment to continuous improvement and service excellence, with a positive attitude to change, new ideas and innovation.

Highly Desirable:

- Experience working in start-up company environment;
- Wireless communications experience;
- Cooperative ITS experience; or
- MBA.

### Compensation

- Competitive base salary commensurate with experience
- Variable salary component upon meeting mutually agreed KPIs
- Details to be discussed with top candidates as well as identity of the company

### Location and travel

- Expect Munich/Germany, however other locations would be considered if compelling
- Candidate must be willing to travel frequently throughout Europe, and willing to travel internationally at least once per year.