

## Marketing Product Manager, DC-DC Power Management

**Type:** Full-time  
**Reports To:** VP of Marketing  
**Location:** San Diego

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Silanna Semiconductor is a privately held semiconductor company that develops disruptive technologies and products that address market needs in high efficiency power conversion. The company provides DC/DC and AC/DC integrated circuits that deliver Best-in-Class Efficiency so that its customers can build end products with Breakthrough Power Density. Silanna has a global footprint with design centers and satellite offices in North America, Europe, Asia, and Australia and is an ISO 9001 certified company.

We are looking for a highly motivated and self-driven *Marketing Product Manager*, for DC/DC Power Management business unit.

### Experience

- Has 10+ years of experience in Power Management with a BSEE degree; MSEE degree preferred
- Savvy technical marketing individual with deep knowledge of single phase and multi-phase synchronous DC-DC converters, power blocks, power stages and gate drivers (3A to over 100A)
- Proven success with power management ICs in computing, server, storage, telecom and networking markets
- Working relationships and connections with customers in afore-mentioned market segments
- Has prepared long range strategic business plans that included market research, competitor analysis, product roadmap, technology needs; and financial models
- Has played an active role in product definitions
- Has excellent communication and inter-personal skills
- Ability to build, lead and manage teams
- Has trained sales and FAE teams on new products

### Core Competencies and Responsibilities

- Drive new product definition by working closely with customers, FAEs and applications engineers
- Launch new products with maximum impact
- Develop and take ownership of business plans, strategies and product roadmaps
- Conduct detailed competitive analysis both at technical and business level
- Develop enduring relationships with strategic customers
- Build a profitable high growth business with increasing market share
- Manage product development from concept to end-of life
- Develop sales/marketing collateral and organize trade show participation
- Research and analyze Power Management market with TAM/SAM/SOM analysis that guide strategic business plans
- Develop pricing strategies
- Willing to travel worldwide