



## Rectifier Technologies Singapore - Business Development Manager

Rectifier Technologies is a leading innovator in the power electronics industry, dedicated to designing and manufacturing cutting-edge solutions that empower businesses with efficient, reliable, and sustainable power conversion technologies. We are deeply committed to driving progress in the fields of Electric Mobility and emerging New Energy solutions, to power a sustainable future for generations to come.

We are seeking an experienced Business Development Manager to join our team in Singapore and play a crucial role in identifying new business opportunities, building strategic partnerships, and expanding our market presence. You will lead initiatives to promote our power electronics products and services, establish and nurture relationships with key stakeholders, and contribute to the overall growth and success of our organization.

### **Key Responsibilities:**

**Business Strategy:** Develop and implement a comprehensive business development strategy for the company. Define clear objectives, targets, and action plans to achieve sustainable growth.

**Lead Generation:** Generate leads and opportunities through networking, industry events, and outreach to potential customers. Build and maintain a robust sales pipeline.

**Customer Engagement:** Build and maintain strong relationships with existing and potential customers, understanding their needs. Act as a trusted advisor to clients.

**Partnership Development:** Identify and collaborate with strategic partners, distributors, and system integrators to expand our market reach. Negotiate and manage partnership agreements.

**Product Promotion:** Develop marketing materials, presentations, and product collateral with the marketing team to effectively showcase our power electronics solutions. Assist in the coordination of marketing campaigns and participate in trade shows and exhibitions.

**Sales and Revenue Growth:** Achieve and exceed sales targets for power electronics products and services. Develop pricing strategies and negotiate contracts with customers.

**Forecasting and Reporting:** Prepare accurate sales forecasts and regular reports to the executive team. Monitor and analyse sales performance and adjust strategies as needed.

**Market Analysis:** Conduct in-depth market research to identify trends, opportunities, and potential customers within the power electronics industry. Analyse market dynamics, competitive landscapes, and emerging technologies.

**Team Collaboration:** Collaborate closely with cross-functional teams, including engineering, product development, and customer support, to ensure seamless delivery and customer satisfaction.

**Compliance and Ethics:** Ensure all business development activities adhere to legal and ethical standards, including compliance with industry regulations.



Requirements:

- Bachelor's or Master's degree in Electrical Engineering, Power Electronics, or a related field.
- Proven experience in business development and sales within the power electronics industry, with a minimum of 5 years of relevant experience.
- Knowledge of power electronics applications, and industry trends.
- Strong understanding of market dynamics, customer needs, and competitive landscape in the power electronics domain.
- Leadership qualities and a sense of responsibility, urgency and ownership of duty.
- Exceptional communication, negotiation and interpersonal skills.
- Analytical mindset with the ability to make data-driven decisions.
- Problem-solving skills and the ability to work effectively in team-oriented environment with proper acumen to make sound judgement.
- Willingness to travel as needed.
- Applicants must be eligible to work in Singapore.

Join Rectifier Technologies as a Business Development Manager and play a key role in driving innovation and shaping the future of energy conversion technologies.

To apply for this job, please submit your resume to [careers-rts@rtl-corp.com](mailto:careers-rts@rtl-corp.com)

