Company Name: Bridgetek Pte Ltd

Short Description of the company: To better serve the broadening range of markets it has developed products for, FTDI Chip has established a new distinct company, Bridgetek. Bridgetek is a leading global semiconductor company providing high performance microcontroller units (MCUs), display IC products and developing innovative silicon solutions that enhance seamless interaction with latest connectivity technologies. The key objective from the company is to provide core bridging technology in order to support engineers with highly sophisticated, feature-rich, robust and simple-to-use product platforms. These platforms enable creation of electronic designs with high performance, low peripheral component requirements, low power budgets and minimal board real estate. Bridgetek resources will be devoted to two particular product areas; the multi-award winning Embedded Video Engine (EVE) graphic controller ICs which enable engineers to implement more sophisticated human machine interface (HMI) systems, plus the unique and equally innovative performance-optimised microcontroller units (MCUs) with their expansive array of different connectivity options and industry-leading processing speeds.

Technical Marketing

Job Purpose: To solidify and expand key marketing and application areas of the organization with increased outward focus on increasing strategic relations (OEM and distributors) and activities, including:

- Facilitate and propose new product concepts
- Develop and maintain PRDs (product requirement documents) and generate business case / ROI analyses for new products.
- Formulate key value / product propositions
- Create application notes, system analysis for design-ins, technical presentations at shows, and product training
- Assist in New Product Introductions (NPI) releases
- Engage distributor network to increase FTDI/BRT mindshare and sale-ability
- Develop and execute training modules
- Work with distribution for joint customer meetings ma
- Identify and target key OEMs in each region as dictated by product roadmap/target end segment strategy to form supplier relations and increase revenue mix
- Provide SWOT capability to sales organization when needed for competitive analysis
- Provide inputs on new product pricing strategies for customers

Key Responsibilities: New product ideas, and feedback on new product ideas based upon experience and market feedback.

- Marcom support:
- Create technical support material
- Source technical articles
- Participate in marcom creative brainstorming for branding
- Develop and execute distribution training modules
- Create application notes
- Identify new design-in opportunities and accelerate design wins at key accounts
Knowledge and Skill Requirement:

- Degree major in Electrical Engineering or Electrical Engineering Technology
- Fundamental understanding of USB specification and implementations
- Fundamental understanding of MCU implementations
- Fundamental understanding of Display implementations
- Ability to source technical material and output technical articles and application notes
- General awareness of the sales process and the process for winning a customer design socket.
- Presentation skills for technical material for customers and at industry events
- Microsoft office suite
- Must be fluent in written and spoken English

Interested candidates, please state expected salary & notice period, and email your resume to brthrsg@brtchip.com

Application Deadline: 31 December 2019