



Job Title: SENIOR APPLICATION ENGINEER

Job Summary: Facilitate in the sales process by promoting Basler products to potential and existing Basler customers. Provide application engineering support to customers for Power Systems Group products. Lead in providing application engineering support to customers and group personnel for Power Systems Group products.

Reports to: Application Engineer Supervisor

- Job duties:
- Present Basler products to customers by providing technical expertise through the different phases of the sales process. Recommend Basler products to meet the customer's needs through feature-benefit selling.
  - Take lead role in training Basler employees including other application engineers, design engineering, and application specialists. Provide application engineering support to other application engineers via training, coaching and joint presentations. Take lead role in setting up and developing formalized seminars and schools at customer locations. Assist sales managers with sales presentations and setting up product and sales strategies at all assigned accounts.
  - Assist with correspondence to Basler Electric customers and sales representatives on matters relating to applications, technical support, and other activities that are deemed necessary.
  - Present Basler Electric products and systems to customers at various seminars held throughout the year, including regional seminars, annual Relay Applications School, annual Power Control and Protection Conference and others, as necessary.
  - Take leadership role in assigned industry societies, such as PSRC and IAS. Write and present technical papers for industry conferences and seminars.
  - Take leadership role in the product planning and technical research required for new products, including product testing and development of technical manuals and bulletins.
  - When required, assist in product introduction marketing programs and test market coordination with appropriate Marketing personnel.
  - When required, assist in developing and implementing marketing programs, including advertising, publicity, mail list management, tradeshow, and technical conferences.
  - Initiate the transmittal of product technical literature or other information as a result of customer requests

- Arrange and conduct meetings with customers at the factory as necessary.
- Travel Requirements:
- Willingness to travel up 50% into the assigned territory.
- Education/Training:
- Bachelor degree in Electrical or Mechanical Engineering, and/or Licensed Professional Engineer in related field and/or a technical equivalence degree.
- Experience:
- Minimum five (5) years experience as regional application engineer or (15) years experience in a related field.
- Qualifications
- Above average communication skills.
  - Excellent interpersonal communication skills.
  - Ability to train, direct and motivate people.
  - Computer literacy.
- Contact:
- Basler Electric welcomes employment applications received directly from interested candidates. We prefer that you submit your resume in Microsoft® Word or Adobe® PDF format.

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