

IDEAL POWER INC.

Ideal Power (NASDAQ: IPWR) is pioneering the development of its broadly patented bidirectional power switches, creating highly efficient and eco-friendly energy control solutions for electric vehicle, electric vehicle charging, renewable energy, energy storage, UPS / data center, solid-state circuit breaker and other industrial and military applications. The Company is focused on its patented Bidirectional, Bipolar Junction Transistor (B-TRAN™) semiconductor technology. B-TRAN™ is a unique double-sided bidirectional AC switch able to deliver substantial performance improvements over today's conventional power semiconductors. Ideal Power believes B-TRAN™ modules will reduce conduction and switching losses, complexity of thermal management and operating cost in medium voltage AC power switching and control circuitry. For more information, visit www.IdealPower.com.

CURRENT OPPORTUNITY

Position Title: Product Manager
Department: Business Development
Location: Austin, TX

POSITION SUMMARY

This is an excellent opportunity for a highly motivated power semiconductor Product Manager to have a pioneering role in the commercialization of B-TRAN™. This role is ideal for a future focused, hands-on technical marketing engineer who thrives in a fast paced environment and is looking to make a significant impact in the power semiconductor industry. The successful candidate will play a pivotal role in the product introduction of a new low-loss, bidirectional power semiconductor architecture. The candidate will play a leading role in product definition and launch of the innovative B-TRAN™ product line of power semiconductor modules. The Product Manager will identify and capture new opportunities for the global electrification market, with experience in high power IGBT and/or Silicon Carbide (SiC) modules and Intelligent Power Modules (IPM).

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Drive, define and ensure execution of the future product roadmap
- Act as project owner for Market Requirements projects and orchestrate marketing efforts and deliverables (business case development, requirements gathering) during the development milestone process
- Develop Business Cases and Product Requirements for new power module and IPM products
- Collaborate with Engineering, Applications, Quality, Operations, and Sales to ensure an effective product development and NPI process

- Manage the business strategy for the product line to ensure the best positioning of B-TRAN™ in the marketplace
- Conduct market analysis and SWOT and position Ideal Power for optimal revenue growth and profitability
- Analyze the market to maintain an extensive understanding of the competition within applications such as EV inverters, EV charging, V2X, renewable energy, power conversion with energy storage, motor control, and Solid-State Circuit Breaker (SSCB). All with an emphasis on new **bidirectional** markets
- Execute product launches globally
- Create and maintain multiple product lifecycles in both Si and SiC technologies

CORE SKILLS, EXPERIENCE AND EDUCATION

- BS or MS degree in Electrical Engineering. MBA is preferred
- 5 - 10 years of experience in power semiconductor product marketing
- Knowledge of power semiconductor modules with emphasis on IPMs, IGBT and SiC MOSFET modules
- Thorough experience in NPI processes and implementation practices
- Product lifecycle management expertise
- Strong interest in customer interfacing for determination of market trends and next generation product requirements
- General applications knowledge of semiconductor markets such as EV, VFDs, industrial applications (circuit breakers, traction drives), renewable energy, UPS systems a plus
- Knowledge of basic power conversion topologies, such as, buck, boost and inverter circuit topologies, and driver circuits a plus
- Track record of successful implementation of new product business plans. Candidates with relevant technical, application, sales or marketing background will also be considered
- Moderate travel required, including international