

IDEAL POWER INC.

Ideal Power (NASDAQ: IPWR) is pioneering the development and commercialization of its broadly patented bidirectional semiconductor power switch, 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 that delivers substantial performance improvements over today's conventional power semiconductors. Ideal Power's B-TRAN™ reduces 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: Sales Manager

Department: Business Development

Location: Austin, TX or remote

POSITION SUMMARY

The focus of this position is growing the revenue stream of Ideal Power semiconductor products. The primary sales mode will be hunting to close leads in the pipeline, generate new leads and secure design wins as the Company commercializes its innovative power semiconductor switch technology. Successful job execution requires excellence in the total selling process of power modules and other semiconductor components. Complex selling skills in the industrial electronics and automotive environment are also expected. The successful Sales Manager must be able to directly support customers with their questions and sell the system value of Ideal Power products.

ESSENTIAL DUTIES

- Meet and exceed assigned revenue on continuous growth targets.
- Provide regular customer activity reports and revenue forecasts.
- Develop account plans to support revenue targets consistent with the business unit strategies.
- Must be self-motivated and able to manage various activities with minimal supervision.
- Travel throughout North America, and occasional international travel.
- Provide basic technical support as warranted by the customer to assist design-in developments.

- Provide competitive market information to management to help drive the direction of product marketing and development.
- Propose new product opportunities to core business teams based on customer needs. Solicit feedback on technical roadblocks to achieve design wins.
- Maintain customer contacts and profiles (CRM).
- Identify the SAM and TAM at target customers.
- Discover and qualify opportunities. Move the opportunities through the design win process. Support the customer from sample through production.
- Prioritize focus customers and opportunities to convert into significant revenue contributors.
- New customer prospecting to increase market penetration for existing applications.

CORE SKILLS AND EDUCATION

- BSEE degree or equivalent experience identifying and understanding customers' technical needs.
- 5 years semiconductor selling experience, with a power specialty.
- Proven history of growing sales in a start-up environment.
- Knowledge of sales strategies and tactics and basic market research techniques.
- Excellent presentation and written communication skills.
- Strong negotiating skills.
- Ability to gain trust and respect from customers' managerial and technical teams.
- Ability to work with and influence customer organizations. Demonstrated teamwork both internally and externally.
- Self-motivator with strong drive to achieve sales objectives.