



Market Manager – Electronics

The Market Manager, Electronics will define the scope and nature of the market and applicable technology. He/she will guide and manage the successful commercialization of this technology. Working with other marketing resources, the Market Manager will develop training materials for sales and marketing use, identify potential customer types and create effective communications vehicles to reach these customers. Working in harmony with Sales/Account Managers, he/she will contact potential key customers to assure the effective communication of Purafil's capabilities in the Electronics market across a widely varied customer base.

Responsibilities:

- Develops written plan for successful commercialization of Purafil's technology in target market.
- Works closely with R&D and Engineering to define the scope and capability of this technology to keep abreast of market trends.
- Assist Director of Business Development to identify groups of target customers across a variety of markets and applications.
- Working with internal and external resources, create effective market-based training and sales tools for Purafil technology.
- Works directly to promote high level OEM sales of target products in market area.
- Guides sales/account managers through initial sales contacts with key customers to assure success of program.

Required Education/ Experience:

- A Bachelor Degree in a technical field.
- 5 - 8 years of experience in the Electronics market
- Proficiency in Microsoft Office Suite
- The ability to travel up to 30%
- Excellent communication skills both internally and externally
- Must be detail oriented and able to take on added responsibility

Purafil, Inc.

Established in 1973, Purafil, Inc. is the leading manufacturer of gas-phase air filtration systems designed to eliminate corrosive, hazardous, odorous and toxic gases. Our headquarters in Doraville, Georgia consists of business offices, research and development center, laboratory, chemical plant, equipment manufacturing shop and warehouse all working together to provide products to our world-wide customers. Purafil has approximately 65 in-house employees with over 2,000 factory trained representatives in 70 countries. You can find more information about Purafil, our products and our markets on our company website.

To be considered for this position you must indicate subject as 'REQ211' in an email, with your resume as a word attachment, to PurafilResumes@purafil.com.

