

Help to Solve
the Mystery of Life.

And Much More.

Make the
impossible
possible

We are looking for you as

Senior FSE, PIC China

Location: Shanghai

Headcount: 1

Position Summary

The Senior FSE is responsible for driving sales growth and expanding PIC's business in China by identifying, developing, and winning new customer opportunities. The primary mission of this role is to open doors, create opportunities, and close deals across target industries and applications, with end-to-end hands-on customer-facing ownership and dedicated, full-cycle sales and technical application support delivered throughout the entire customer journey.

The Senior FSE will work closely with China PIC team, PIC Operations, and global sales teams to convert opportunities into design wins, production orders, and long-term customer partnerships.

Key Responsibilities

Sales & Business Growth

- Achieve annual order intake, revenue, and profitability targets for the China market.
- Identify, develop, and win new business opportunities with both Medical and industrial customers.
- Drive the complete sales cycle from lead generation and customer engagement to quotation, negotiation, and order closure.
- Convert qualified opportunities into design wins and serial production business.
- Develop and execute account plans for strategic and key customers.

The future awaits you – at PI

You want to join a company that makes the impossible possible? Then we look forward to your application and a statement about your salary expectations.

Your contact at PI

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- Build and maintain a healthy sales pipeline with accurate forecasting.
- Negotiate commercial agreements and pricing in accordance with company guidelines.

Customer Development

- Establish and strengthen relationships with key decision-makers, engineering teams, purchasing departments, and senior management at customer organizations.
- Proactively penetrate new accounts and expand business within existing customers.
- Identify customer needs and position PIC solutions to address technical and commercial requirements.
- Act as the primary commercial interface between customers and PIC.

Opportunity Management

- Work closely with PIC team to convert identified opportunities into revenue-generating business.
- Support technical discussions, customer evaluations, and application development.
- Ensure timely follow-up of customer inquiries, quotations, samples, and project milestones.
- Drive opportunities through the sales funnel and remove obstacles that may delay customer decisions.
- Cross-Functional Collaboration
- Align customer opportunities with PIC production capacity, delivery capabilities, and business priorities.
- Collaborate with Operations, Product Management, and global sales teams to secure successful project execution.

Key Performance Indicators (KPIs)

- Annual order intake and sales revenue.
- New customer acquisition.
- Number of design wins secured.
- Opportunity conversion rate.
- Pipeline growth and forecast accuracy.
- Strategic account development.

Qualifications

Education

- BS, MEng or MS degree in Engineering, Mechanical, Electrical or Physics is required. Preferably in Physics, Material Science, Mechatronics. Ideally in Ultrasonics Engineering (from one of the relevant schools / companies in China);

Experience

- Minimum 5 -10 years of sales experience in industrial market segment, Experience in Ceramic ,ultrasonic, or piezo-related applications is highly preferred.
- Proven track record of generating new business, developing strategic accounts, and closing complex technical sales opportunities.
- Experienced selling to direct accounts, OEMs, system integrators

Skills & Competencies

- Strong business development and hunting capability with a demonstrated ability to open new accounts and close deals.
- Excellent customer-facing, communication, presentation, and negotiation skills.
- Ability to manage complex sales cycles and drive opportunities from initial contact to order closure.
- Proactive, self-motivated, and capable of working independently with a structured approach and high level of reliability.

- Strong team player with the ability to collaborate effectively across sales, engineering, operations, and global teams.
- Good understanding of piezo technology and its applications in industrial and medical markets.
- Ideally possesses transducer design knowledge and acoustic engineering competence.
- Ability to work effectively in a multinational and cross-functional environment.
- Willingness to travel extensively within China.