

embedded FPGA (eFPGA) Technical Product/Marketing Manager or Director

Flex Logix is the leader in integrating FPGA into SoCs, like ARM has done for processors. We have multiple major customers worldwide on process nodes from 180nm to 7nm. Our eFPGA business unit is cash flow positive. We recently closed a \$55Million funding round and are growing our eFPGA team.

RESPONSIBILITIES

Marketing for EFXL eFPGA IP, software and development boards. The position is initially as an individual contributor then building a complete marketing team over time. Reports to VP of IP Sales, Marketing and Solution Architecture. Work with major customers to understand their needs and how our offerings can support them. Work with engineering, architecture and software to direct the future directions of our hardware and software to maximize our value proposition within our competitive advantages and resources. Develop an eFPGA ecosystem consisting of ASIC design partners, 3rd party applications specific FPGA IP for AI/ML, security, wireless, etc. and software partners. Provide sales with marketing tools to help engage then close customers. Create market awareness, interest and demand through advertising, tradeshow, seminars. Maintain the EFLX portion of the website and all relevant marketing materials. Guide solutions architecture to ensure the proper application notes, demos, etc. are available.

EXPERIENCE AND SKILL REQUIRED

BSEE with 7 years of industry experience and 3 years as a technical marketing manager for a complex hardware/software product, preferably FPGAs with hardened embedded processors.

Excellence in recruiting and retaining top candidates; and mentoring/training/managing them. Detailed, hands on knowledge of FPGA tools/software/applications

- Good knowledge of Synplify or Vivado is highly desirable
- Good knowledge of C/C++ and CPU software is highly desirable
- Good knowledge of ASIC design flows is highly desirable
- Some knowledge of AI/ML inferencing solutions in FPGA is desirable.
- Ability to work closely with architecture, software, hardware teams to solve problems and give feedback for future product improvements.
- Strong communication and problem solving skills.

Must be willing to travel one week per month. Some travel will be international for customer meetings and industry events where we make presentations or have booths to promote our products. Customers typically work with us over Zoom/Webex but we often need to meet initially and periodically during evaluation and implementation.

Must be passionate about doing this job: wanting to change the world and work hard doing it.
Must be entrepreneurial in spirit, an innovative problem solver, & willing to do what it takes to get the job done

Must live in Silicon Valley or Austin, TX

Must have US citizenship or US permanent residency ("green card").