**Application Engineer for Automotive**

Shanghai, China

Atmel Corporation is a worldwide leader in the design and manufacture of microcontrollers, capacitive touch solutions, advanced logic, mixed-signal, nonvolatile memory and radio frequency (RF) components. Leveraging one of the industry's broadest intellectual property (IP) technology portfolios, Atmel is able to provide the electronics industry with complete system solutions focused on industrial, consumer, security, communications, computing and automotive markets. As a global company with 5,100 employees worldwide, Atmel operates in more than 40 countries and has 30 design centers, including locations in Shanghai and Taipei. Atmel solutions enable their customers to lead the markets they serve by creating products that are more powerful, smarter, energy efficient, lower cost, and more versatile than ever before.

**Responsibilities**

* APAC apps engineering role with the responsibility of managing and resolving all technical issues from key automotive accounts, local FAEs
* Develop knowledge and expertise in Atmel car access RF solutions, capacitive touch solutions and MCU solutions
* Facilitate key customers design in activities, providing technical expertise in software/hardware/system implementation for all Atmel solutions
* Contribute and managing technical requirements funnel for future automotive products development (fit for APAC customers)
* Facilitate+assist technical training for local FAEs, local distribution FAEs and sales team focusing on new product launch and other related automotive solution
* Develop & maintain thorough knowledge of Atmel automotive products, their application and competitor positioning
* Implement localized documentation: apps documentation in local language

**Mandatory Skills**

* Degree in Electronics, Physics or closely related field
* Language qualification (good command of written English)
* Relevant applications + customer facing experience, automotive experience in hardware and software a plus
* Experience with MCU based applications, experience with RF and LF application a plus
* Required to possess a outward type social skill set and willing to extra
* Self starter with no problem with travelling locally + Korea + Japan

**Preferred Skills**

* Fluent In English, Mandarin
* Automotive electronics engineering experience
* Good Presentations skill
* Good communicator
* Skill sets to identify opportunities, create opportunities & propose ideas
Customer facing experience

**Education**

Bachelor or Master Education Degree in Engineering / Science

**Experience**

NA or 1+ Years technical experience

**Position**

Regular

**Shift**

NA

**Location**

China