Help us turn Factories into Software Systems and prepare our international scale-up!

Location: Munich, apply at careers@softwaredefinedautomation.io

About us

Industrial production accounts for one third of the global value creation and energy consumption – bringing core shop floor technology to the 21st century is our mission. Software Defined Automation is an industrial deep tech software company that enables Industrial Control as a Service through the creation of completely new degrees of freedom for the automated configuration, operation, maintenance, and continuous change of production systems – basically we do to the computers in factories what cloud did to computers in data centers.

We are a global company from day one. Headquartered in Boston US, we have key teams in Europe and Americas. Our team from 8 nations is determined to change the way we produce goods to a more efficient, resilient and resource effective state. Join our team with your high energy driven nature, interest in industrial manufacturing and motivation to push the boundaries from the cloud all the way to all moving things on the shop floor!

Project Description

We search for a big team of highly motivated students to prepare our international scale-up and business expansion. Starting with a comprehensive market study, first-hand customer data acquisition we will build-up a market/customer model to prepare for international scaling. Concrete Go-to-Market initiatives are then derived in collaboration with senior management and detailed to a level that allows mid to long term implementation.

Additionally, a decision model is developed, which optimizes the split between channels to allow for reaching various different sets of objectives, e.g., minimum time to reach a certain threshold of conversions, maximum number of conversions per monetary unit spend, or a combination thereof.

The challenge includes a mix of quantitative as well as qualitative analysis, preparation of decision proposal documents as well as set-up of concrete sales activities. Also, first activities will be field tested through the project team to get customer feedback into the decision process.

If you want to learn how business works in an international technology start-up - you cannot get closer than this!

Team characters

She who (data) models, write strategize and
- Loves to model real-world businesses (Google Sheets, XLS)
- Is obsessed to include a large number and variety of data points
- Proactively seeks for new and creative ways to model a new market that we are creating
- Loves to generate concise and data backed strategy documents to define direction of SDA's scaling initiatives
- Is able to defend proposed strategies backed by quantitative data and concrete customer statements

He who investigates, is a builder and
- Delivers deep understanding of the industrial automation market
- Seeks to generate a complete overview of opportunities for SDA and seeks for ways to quantify
- Deeply analyzes specific focus markets / customers
- Is hands-on to derive very concrete initiatives in sales and market development
- Can't wait to get his hands dirty, work with customer and bring findings back to generate a vicious cycle of constant improvements

We offer

- A mission no less than to work at the forefront of technology to transform productivity of mankind.
- A fast-scaling global deep tech company environment led by industry veterans, where your area of responsibility grows with the company.
- Opportunity to help scale a global B2B SaaS application based on latest cloud technologies.
- Collaboration with key partners in our sales initiatives (BCG, Amazon Web Services, Intel)
- Flat hierarchies and short decision paths
- We consider recreation a high priority, be it general exercise, biking, running or functional training. We have an indoor gym area, several outdoor trails and bike routes nearby as well as shower and washroom facilities in our Munich office.

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