

# Application / Sales Engineer

May 2025

## About C-Motive

C-Motive is a startup located in Middleton, WI commercializing electric motors with sustainability and efficiency as top priorities. This technology was born out of UW-Madison and will be the first of its kind on the market.

Half of all electricity globally is consumed by electric motors. C-Motive's patented electrostatic motor technology delivers 95%+ efficiency, uses no rare-earth metals, less than 1% the copper, and has the potential to deliver over a gigaton of carbon savings in the next decade.

The global motor marketplace is \$100B annually and C-Motive is poised to become a significant player in the coming few years. No one else in the world is developing electrostatic machines and our goal is to become the reference motor technology for a new generation of products.



A C-Motive Electrostatic Motor

## Application / Sales Engineer

C-Motive is seeking a proven and detailed-oriented Application Engineer to join our growing commercial team. This individual will work closely with customers and internal departments to integrate and ensure effective utilization of our products.

You will work closely with customers, internal engineering teams, and business development to ensure that our motors meet performance expectations and industry requirements. Your work will involve hands-on testing, system integration, and technical problem-solving at customer facilities to drive adoption of our innovative motor solutions. Prior start-up company experience is strongly encouraged as is experience working with mechatronics, motors, or power electronics in the field.

## What You Will Do

- Provide pre-sales and post-sales technical support, including system analysis, installation guidance, and system troubleshooting.
- Attend trade shows, demo and pilot installations, and become the technical point of contact for current and future customer installations.
- Assist in integrating our motors into various applications, ensuring optimal performance and compatibility.
- Conduct hands-on testing, data collection, and performance analysis in lab and field environments.
- Work directly with customers to understand technical requirements and application challenges. Develop requirements definitions for development team.
- Work with firmware, hardware, and mechanical teams to optimize system performance and efficiency.
- Develop test procedures, analyze results, and recommend design improvements based on findings.

## Qualifications

- 5+ years experience in application or sales engineering role
- Degree in engineering or related field
- Comfort working with mechanical systems and power electronics. Strong troubleshooting skills with a methodical approach to diagnosing system issues.
- Strong written and verbal communication, as well as project management skills.
- Demonstrated track record of working safely in the field at high quality.

## Bonus Qualifications

- Experience with electrochemical systems / products is a strong plus.
- Familiarity with industry standards and motor applications in sectors like automotive, industrial, robotics, or renewable energy.

C-Motive is committed to equitable compensation, and we offer a generous benefits package to make sure you have the support you need. We offer a take-what-you-need paid time off program and every employee, regardless of gender identity or expression, is eligible for paid parental bonding leave. We have implemented a 401k program and all employees are granted stock options with typical vesting periods.

We are committed to creating an inclusive environment for all our employees and are seeking to build a team that reflects the diversity of the people we hope to serve with our revolutionary products. C-Motive is proud to be an equal opportunity employer. To learn more about C-Motive, our team, and our company culture, please visit: [c-motive.com/about/mission-vision-and-values](https://c-motive.com/about/mission-vision-and-values)

**To apply for this position, visit [this link](#).**