

Sales Engineer

Barnacle Systems USA LLC - remote

Company Overview:

Barnacle Systems is an award-winning marine electronics innovator based in Victoria, BC. At the heart of our mission lies the ambition to "re-invent how people check on their boats", safeguarding recreational and government vessels alike. As we stride forward in our venture, we're also deeply committed to environmental protection, taking the lead against the risks posed by abandoned boats. Our commitment to innovation, quality, and customer service sets us apart in the marketplace. As part of our vibrant team, you'll step into a world where every voice is cherished, and every perspective contributes to the tide of innovation.

Job Summary

Reporting to the Chief Growth Officer, the Sales Engineer - Customer Success Technologist, is the technical bridge between Barnacle's products and our customers, including supporting pre-sales technical discovery, product demonstrations, solution design, and post-sale customer success.

You will work closely with marine electricians, electronics specialists, dealers, and integrators to help them confidently adopt Barnacle's solutions, and play a direct role in increasing sales conversion, improving customer retention, and growing dealer and channel success by ensuring customers receive the right technical guidance before and after purchase.

This role is ideal for a hands-on technologist who enjoys customer-facing work, solving real-world installation problems, and influencing buying decisions through credibility and clear communication.

This position is required to work east coast business hours to support customers and partners across that region.

Key Responsibilities

Pre-Sales Support (Sales Engineering)

- Partner with sales to qualify leads through technical discovery (requirements, environment, constraints, integration needs).
- Recommend solutions and configurations that best fit the customer's boat, network, and system design.
- Provide technical product demonstrations (remote and in-person) for customers, dealers, and installers.

- Assist with proposal content including technical scope, integration notes, installation requirements, and compatibility details.
- Support evaluation trials and proof-of-concept deployments to drive purchase confidence.

Customer Success and Enablement

- Onboard new customers and dealers to ensure fast, successful deployments.
- Deliver installer training sessions and create enablement materials that improve product adoption.
- Provide high-quality remote support to technicians during live installs, reducing failed installs and improving satisfaction.
- Act as a technical relationship owner for key dealers and installers to help grow repeat sales and referrals.

Technical Expertise and Solution Support

- Provide expert guidance on IP networking topics, including VLANs, routing, multi-WAN, and camera protocols (ONVIF/RTSP).
- Troubleshoot and resolve integration issues involving IP cameras, sensors, smart devices, and network systems.
- Assist with installation design for real-world marine environments (power, mounting, connectivity, wireless constraints).

Voice of Customer and Product Feedback

- Gather customer feedback and identify recurring objections, friction points, and feature needs.
- Work with internal teams to improve product documentation, installation processes, and customer-facing technical content.
- Help refine messaging by translating technical value into customer outcomes (reliability, security, simplicity, and uptime).

Industry Presence

- Represent Barnacle at trade shows, dealer events, and industry meetings as a technical product expert.
- Build credibility with installers and partners by being visible, responsive, and technically sharp.

Qualifications, Experience and Abilities

- Minimum completion of a 2-year technologist program or higher education in a related field (Electronics, Marine Engineering, Computer Science, etc.).
- Minimum 5 years experience in a technical customer-facing role (technical support, field service, applications engineering, solutions engineering, etc.).
- Strong working knowledge of IP networking, including VLANs, routing, and multi-WAN setups.
- Experience working with IP camera systems and related protocols (ONVIF, RTSP) and/or smart/IoT device integration.
- Working knowledge of the boating environment and installer realities (marine electricians, onboard power and network constraints, and typical installation workflows).
- Familiarity with NMEA2000 networks and marine electronics integration concepts.
- Comfortable communicating technical concepts clearly to non-technical and semi-technical audiences.
- Strong written communication skills (email clarity and attention to detail are essential).
- Highly self-directed and able to manage multiple customers and priorities without losing track of follow-ups.
- Willingness to travel occasionally for training, customer installations, or industry events.
- A valid passport for international travel.

Bonus Experience

- Experience supporting channel partners and dealers.
- Prior trade show and dealer event experience.
- Experience producing enablement materials (installer guides, training documents, etc.).

This Job Description is not intended to be all-inclusive and may be revised at any time. Barnacle Systems is an equal opportunity employer and does not discriminate on the basis of any legally protected status, and reasonable accommodations will be provided to qualified individuals with disabilities in accordance with applicable law.