



Yield Engineering Systems, Inc

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Sr. Manager/Director, Global Product Management

YES (Yield Engineering Systems, Inc.) is a leading manufacturer of high-tech, cost-effective equipment for transforming surfaces, materials and interfaces at the nanoscale. From startups to the Fortune 50, our customers rely on YES solutions to unleash products that change lives -- from cellphones and IoT devices, to AI and virtual reality, to diagnostic tests for COVID.

Our industry-leading vacuum cure ovens, chemical vapor deposition (CVD) systems, and plasma etching tools are driving innovation in a wide range of exciting and growing markets. We look forward to talking with smart, energetic, team-oriented people who can grow with us. We provide competitive salary and benefits (including employee stock ownership), a beautiful light-filled new facility in a central location, and some of the best co-workers you'll find anywhere. If this appeals to you, please read on!

The Role

We are now looking for a resourceful and results-oriented **Sr. Manager/Director, Global Product Management** to support our aggressive revenue growth goals and help us realize our commercial ambitions. This role will provide leadership and direction to ensure that overall product planning is effectively meeting the organization's strategic goals, as well as and develop global market requirements for specific products or product lines including product strategy definition, requirement analysis, technology product roadmaps and positioning. This role will also define market requirements and work closely with Engineering, development teams, and other functions to develop and position products.

- The **Sr. Manager/Director's responsibilities** will include but not be limited to the following key areas: provide leadership to product marketing efforts to position YES products, develop positioning strategy, and drive internal alignment on timelines, specifications and cost
- Manage YES' product introduction business plan and assess market penetration and product positioning to drive competitive advantage, revenue and increase market share
- Develop messaging and positioning for YES products to grow Serviceable Available Market (SAM)
- Monitor market research, competitive activity and identify/evaluate customer needs
- Assess competitive advantages and recommend techniques and product enhancements to increase market penetration
- Provide high-quality content for marketing and sales enablement, including external-facing presentations, customer case studies, and internal-facing assets such as references, product brochures and sales training materials
- Amplify value proposition and propose value-selling solutions for products based on differentiation, competitive edge and data-oriented results

- Launch products and drive the external market launch of future products and releases in partnership with Product Management and Sales
- Gather competitive Intelligence, demonstrate expertise on competitors' offerings, and ensure the Sales team knows how to differentiate YES's offering in the field
- Work directly with customers, internal stakeholders, and analysts to better understand customer needs and requirements
- Work with the product team to identify key areas of priority for future product development
- Assist in the development of strategic partnerships, joint marketing initiatives and joint development with customers, chemical suppliers, and other related entities
- Develop compelling packaging of YES's growing range of offerings and capabilities, along with supporting sales tools and value propositions
- Establish pricing strategies to build and protect a leadership position in market share while enhancing profit margins and developing marketing tools for successful product introductions
- Manage product portfolio by participating in customer/industry roadmap, customer engineering special/non-standard requests, and continuous improvement program (CIP) activities based on competitive landscape, technical requirements and ROI (Return on Investment) analysis
- Work with cross-functional teams from Engineering, Technology, Operations and Sales for product prioritization and resource allocation to develop new products and enhance existing products, as well as communicate critical market needs and time requirements

The successful candidate will be highly collaborative, an excellent communicator, and possess an entrepreneurial spirit and drive consistent with a high-performing startup. S/he will also have the following **educational background, work experience & personal qualities**:

- Education: Master's degree or higher, Certification of Business/Marketing is a plus
- 5+ years of global product marketing experience launching new products
- 2+ years of experience in building, leading and growing high-performing marketing teams
- Expertise in all product marketing functions, including messaging and positioning, pricing, competitive analysis, quantitative and qualitative analysis, product launch management, product strategy, marketing strategies, and sales tool development, leveraging customer and market insights to inform product roadmap and market growth
- Successful product launches from inception to execution to results
- Demonstrated broad and comprehensive understanding of semiconductor equipment, semiconductor applications and processes, especially semiconductor backend assembly and Advanced Packaging processes
- Experience in managing products, product roadmap, MRS and product positioning strategies
- Ability to influence and negotiate at the top executive level, with well-documented successful outcomes
- Ability to confidently present complicated and/or delicate, risk-filled issues/scenarios convincingly and effectively
- Ability to lead and communicate cross-functionally with Sales, Product, Engineering and other departments
- Experience managing and developing new marketing programs with clear data-driven results
- Exceptional verbal and written communication skills - superb storyteller

- Exceptional time-management skills with the ability to manage multiple projects and deadlines simultaneously
- Willingness to travel 20% of the time

Compensation

YES offers a stimulating and fun working environment, competitive salaries, healthcare benefits & company stock options.

Additional Information

- Applicants must be currently authorized to work in the United States on a full-time basis.
- YES is an equal opportunity employer and values diversity. All employment is decided on the basis of qualifications, merit and business need.

Come find out why YES is such a great place to work. Apply today!