



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 technologies and capital equipment products 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!

**Job Title: Sr. Product Marketing Manager**

**Job Location: Fremont, CA**

This role will provide leadership and direction to ensure that overall product planning is effectively meeting the organization's strategic goals, as well as to 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 successful candidate will be highly collaborative, an excellent communicator, and possess an entrepreneurial spirit and drive consistent with a high-performing start-up.

#### **Requirements**

- Master's degree or higher (certification in Business/Marketing is a plus)
- 5+ years of global product marketing experience launching new products
- 2+ years of experience 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.
- Ability and willingness to travel 20% of the time

**Responsibilities** include but are not limited to:

- Providing product marketing efforts to position YES products, develop positioning strategy and drive internal alignment on the requirements of timelines, specifications and cost
- Managing YES's product introduction business plan, assessing market penetration and product positioning to drive competitive advantage, revenue and increase market share
- Developing messaging and positioning for YES products to grow our Serviceable Available Market (SAM)
- Monitoring market research and competitive activity
- Identifying/evaluating customer needs

- Assessing competitive advantages and recommending techniques and product enhancements to increase market penetration
- Developing 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
- Amplifying value proposition and proposing value-selling solutions for products based on differentiation, competitive edge, and data-oriented results
- Launching products and driving the external market launch of future products and releases in partnership with Product Management and Sales
- Gathering competitive Intelligence, demonstrating expertise on competitors' offerings and ensuring the Sales team knows how to differentiate YES's offering in the field
- Working directly with customers, internal stakeholders, and analysts to better understand customer needs and requirements
- Establishing pricing strategies to build and protect a leadership position in market share while enhancing profit margins and developing marketing tools for successful product introductions
- Working 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 communicating critical market needs and time requirements
- Driving successful product launches from inception to execution to results.
- Broad, demonstrated, and comprehensive understanding of different 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 present complicated and/or delicate, risk-filled issues/scenarios confidently, 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

### **Compensation**

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

### **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!**