



Job Description – Semiconductor Turnkey Product Manager [SVH083] San Jose, CA

Position Summary

The Semiconductor Turnkey product manager assignment is to manage/oversee marketing activities, business development and technical support for new semiconductor turnkey business in North America. As a Product manager, you will utilize your technical and business acumen, working with sales team, to deliver quality sales leads and qualify the opportunities and expand customer base, and grow business for key segments within North America. Through your commanding knowledge of semiconductor turnkey and market requirements, you will focus on determining the Go-To-Market strategy together with sales and execute per this plan.

The Go-To-Market Strategy should include but not limited to:

- 1) Target Market & its requirements
- 2) Define products and services we need to offer
- 3) Maintain 3rd party suppliers and partners' relationship
- 4) Establish eco-system partners and sales channels especially design services
- 5) Manage marketing promotions and campaigns aimed at the channel and end customers.
- 6) Generate leads and qualify it

The position reports to VP, sales NAM.

Responsibilities

- Own the GTM (Go-To-Market) strategy for Presto's semiconductor turnkey business for North America.
- Execute & manage GTM per plan.

Requirements

The ideal candidate will have previous business management and/or technical marketing experience in semiconductor package and assembly or turnkey services, or as an application engineer with semiconductor package and assembly experience.



- BS or BA in Electrical Engineering, Computer Engineering, Physics, or Business.
- 5 years of experience in Product Marketing or Application Engineer roles within the semiconductor package and assembly or high tech industry
- 3 years of business negotiations

Additional (Preferred) Qualifications:

- 10 plus years of Sales or Marketing experience in the semiconductor package & assembly
- 10 plus years of experience negotiating legal, commercial contracts, and RFQs
- Working experience with ASICS, SOCs, or semiconductor turnkey and operations.