



MARKETING RESEARCH SPECIALIST

Job Summary: Responsible for the sales support and profitability of a product line; identifying and turning potential opportunity into a product application/business. Identifies opportunities that offer high growth potential and creatively synthesizes technical solutions to create new products/businesses. Provides customer and sales force assistance regarding performance and application. Provides Akrion Technologies with technical support for the promotion and sales of the product line. Create the business development plan and sales strategy for new market area and monitor product positioning in the marketplace. Conduct technical presentations. Analyze the competitive environment sales records, market penetration, market potential and future trends. Create technology roadmap and updates based on market needs. Interface with Engineering and Manufacturing and Sales to enhance the product.

Essential Duties and Responsibilities:

- Develop models of related industry trends and drive it to remain current. This involves industry literature research, inquiries, trade shows, customer visits, competitive analysis, working with consultants, etc.
- Work with existing and potential customers within the industry to develop intimate knowledge of relevant applications or applications for Akrion Technologies products. Maintain the Akrion Technologies' website and ensure adequate Marketing materials are provided.
- Identify potential opportunities that leverage product capabilities or develop new product capabilities to satisfy the unmet needs embodied in the application.
- Develop business plans for the new opportunity including demonstration of financial viability and growth potential. Drive the development work on exploratory marketing to prove out a concept with minimal investment.
- Develop sales collateral material in support of the products, its enhancements, and derivatives. Responsible for producing sales support presentations.
- Coordinate cross-functional teams from Engineering, Manufacturing, Sales, customers, and alliance partners to develop product definitions in detail.
- In conjunction with Engineering, establishes technical objectives for the new product and then drives delivery of final products. Participates in reviews of projects, monitors results, and ensures that technical goals and objectives match marketplace needs.

Requirements:

- BS required, MS or BS with some post-graduate courses preferred.
- At least 5 years' experience in marketing and product management of semiconductor related companies.
- Experience in Semiconductor surface preparation would be an advantage.
- Ability to multi-task with multiple deadlines and changing priorities.
- Excellent communication, and collaboration abilities.
- Exceptional analytical and problem-solving skills.