

Job Description: Product Line Manager

Location: Milpitas, CA (*Silicon Turnkey Solutions, a Microcross Co.*)

Department: Sales

Reports To: Senior Vice President, Strategic Solutions

Supervises: None

Job Summary:

As Product Line Manager (PLM), you will serve as the internal and external evangelist for your product and service offering and be charged with full responsibility for sales and orders of assigned Value Stream. This extends from increasing the profitability of existing products and services to developing new solutions based on your industry experience and contact with customers. You must possess a unique blend of business and technical savvy; a big-picture vision, and the drive to make that vision a reality. You must enjoy spending time with customers to understand their problems, and find innovative solutions for the broader market. You will work closely with Product Engineering/Applications Engineering and Sales organizations.

The PLM will devise and report out on metrics including: new customer identification, customer retention, quote turnaround time/accuracy, quote win/loss ratios (overall and by channel), actual vs. quoted delivery times, and yield/quality standards to ensure that the performance of the business is robust. The PLM will also maintain an active direct Sales role - interfacing with customers on new business opportunities and hosting customer visits to the Milpitas site when they seek to evaluate and qualify STS' processes.

In addition, the PLM will work closely with various other functions:

- The Operations Director to understand production capacity to effectively and dynamically manage quoted lead times – recognizing different quote turnaround and production lead times required by each product line/customer segment
- Operations, Engineering and Finance to solve customer issues, drive efficiency improvements and develop new product/service offerings.
- Marketing to develop promotional materials and promote STS environmental services on the web and through social media.
- Microcross' National Director of Sales to support the effective promotion of an integrated “go-to-market” company strategy and (potentially) a CRM
- The CTO to schedule the availability and technical support of the tester rental services

Job Duties:

- Managing the entire product line life cycle from strategic planning to tactical activities.
- Analyse device specifications, customer Source Control Drawings (SCD's), Standard Military Drawings (SMD's).
- Conducting monthly training of Microcross Components, Manufacturer Representative, and Distribution Sales Organizations.
- Developing and maintaining up-to-date presentation materials.
- Analyse Total and Served Available/Addressable Markets (TAM & SAM) and understanding the competitive landscape.
- Maintaining up-to-date “Risks & Opportunities”, “Opportunity Tracker”, “Quote Log”, and “Loss Report” and document “Lessons Learned” in coordination with Sales Organization.
- Understanding the backlog in coordination with Operations. Responsible for communicating with Sales Organization on all late orders.
- Providing timely quotes to include margins to position Sales Organization for win.
- Travel as required with Regional Sales Managers (RSM), Strategic Account Managers (SAM) and Manufacturer Representatives.
- Understanding and monitoring cost of goods and services in coordination with Finance.

- Communicate technical information internally across departments and externally to customers, manufacturers and vendors. Provide technical input to quality, sales, and engineering staff.
- Participate in weekly PLM Meeting, hosted by SVP, Strategic Solutions.
- Maintain a viable outside sales presence utilizing broader STS and Micross Components sales resources plus manufacturer's representatives.
- Provide necessary direction, resources, and training for the sales force to adequately represent the division/company to customers.
- Promote commercial agility, with quick-turn quoting capability for transaction-heavy customers.
- Ensure the outside sales force efforts and direction are coordinated with the inside sales support staff.
- Provide a direct line of communication from the field to the factory.
- Effectively interface with internal and external technical personnel.
- Champion a customer-centric culture within STS Environmental Services.
- Review, refine and manage pricing levels and disciplines.
- Coordinate activities with manufacturing to meet the needs of and commitments to customers.
- Track monthly bookings and win/loss reports: Develop broader book of detailed performance metrics to regularly monitor and report out on the trajectory of the business.
- Participate as a member of the site's management team.

Job Qualifications:

- BS/BA from a fully accredited institution or equivalent work experience, MBA highly desirable;
- Minimum of 5 years' experience in outside sales
- marketing management, including pricing and sales strategies;
- Experience working in the electronics industry – ideally in electromechanical test services;
- Comprehension of engineering design and test experience very helpful. This includes knowledge of RF, Mixed Signal, ASIC & Digital ATE, bench testing, in-house up-screening & qualification and Environmental Test.
- Demonstrate technical competence and skill set to improvise solutions
- Experience within the space and mil/aero industries, strongly preferred;
- Proven strategic and commercial skills.
- (Due to export control/trusted supplier rules) **must** be a citizen of the US and willing to apply for US Government Clearance levels as required;

Job Skills:

- Demonstrated strengths in customer management.
- Team player who can multi-task effectively in a fast-paced, lean environment; prior experience with private equity is a real plus.
- Proven leadership and people development skills.
- High-energy, results-focused self-starter with the capability to implement change.
- Superior verbal and written communication skills.
- Strong analytical ability and decision-making.
- Excellent organization and planning skills.
- Computer skills (spreadsheets and ERP system).
- Ability to understand technical drawings.
- Knowledge of MIL-Specs/Std, ITAR, and export regulations a plus.
- Ability to travel when necessary.

Salary and benefits commensurate with qualifications and experience.

About Micross:

Microcross is a leading one-source, one-solution provider of Bare Die and Wafers, Custom Packaging and Assembly, Component Modification Services, Electrical and Environmental Testing and Standard Products to manufacturers and users of semiconductor devices. In business for more than 35 years, our comprehensive array of high-reliability capabilities serve the global Defense, Space, Medical, Industrial and Fabless Semiconductor markets. Microcross possesses the sourcing, assembly, test and logistics expertise needed to support an application throughout its entire program cycle. *With ~400 staff members worldwide, Microcross is headquartered in Orlando and has seven other operations across the U.S. & Europe.*

About Silicon Turnkey Solutions:

Silicon Turnkey Solutions, Inc. (STS) (www.sts-usa.com), located in Milpitas, CA was acquired by Microcross Components and is seeking to further strengthen its management team. STS is a recognized development partner in the hi-rel semiconductor market, primarily to fabricators, program contractors and product developers servicing the aerospace, military and ultra-performance commercial markets. The company integrates electrical test, environmental test, mechanical engineering, package design and assembly expertise to develop and deliver leading-edge semiconductor components (FPGA's, ASICS, RF....) and associated modules that are capable of operating in extreme environments at the highest levels of reliability and performance. STS is a dynamic and creative organization with a highly-skilled workforce and a strong "can-do" culture.