



## **Factory Application Engineer and Technical Support**

Department: Sales and Marketing

Job Functions: CMOS image sensor applications in industrial digital camera system design and Technical support;

Reporting to: VP of Sales and Marketing

Location: Toronto, Canada

### **Primary Job Descriptions:**

PVI is a leading CMOS image sensor solution provider for a variety of mainstream industrial imaging markets, such as machine vision, intelligence traffic monitoring, homeland security, medical and DSLR. The key requirement of this role is to act as the primary technical point of contact between our external field sales/application and internal design engineering teams. The role requires extensive knowledge of the design and functioning of digital camera systems in order to assist in solving complex problems at both the sensor and system levels. The mission of this position is to help advance the use of PVI's CMOS sensor products into high end mainstream industrial markets to achieve design wins.

#### **1. Primary Responsibilities:**

- 1) Act as a key technical point of contact between field application/sales and factory teams to solve customer issues involving sensor functions and digital camera system design
- 2) Respond to customer/business priorities and leverage internal/external resources necessary to deliver pre-sales and post-sales technical support, to ensure both business success and customer satisfaction.
- 3) Develop new CMOS sensor product application notes by leveraging extensive experience and knowledge of digital camera system design
- 4) Work with team to develop inbound/outbound materials (set-up files, programming manuals, application notes), as well as develop product "go-to-market" plans, including development of comprehensive sales tools, collateral documentation, white papers, and product presentations.
- 5) Work with Marketing and R&D teams to conduct competitive assessment and comparison with PVI product offerings
- 6) Initiate product technical application training with the internal sales force, third-party sales representatives and international distributors.

#### **2. Additional Responsibilities**

- 1) Act as a factory application representative to interface with Marketing, R&D, Production, Operation/Supply Chain and help to commercialize new CMOS products through product Gate/Phase process and market introduction
  - 2) Communicate customer's priorities, technical requirements, schedules and deadlines with both factory and field teams to close all potential "gaps".
  - 3) Help to identify and implement a customer service strategy, help to report and close any communication "gaps" to ensure that design wins are smoothly transferred into mass production.
  - 4) Work closely with team to expand customer base and shorten the time-to-revenue for each new design win worldwide.
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- 5) Work with team to develop and execute marketing communications campaigns to maximize market awareness of PVI and the successful promotion of our products to new segments.
- 6) Assist with various channel marketing programs including PVI web presence, direct e-mail/mail campaigns, regional seminars, trade shows, advertising, and lead creation/conversion.

### 3. Critical Competencies:

- 1) Extensive knowledge and experience of digital camera system design especially in high end industrial imaging market is highly desirable.
- 2) Strong technical skills in image sensors, combined with knowledge of firmware, hardware, optics, backend ISP/DSP etc.
- 3) In depth understanding of CMOS image sensor product applications and hands-on technical support capabilities
- 4) Strong oral and written communications as well as interpersonal skills
- 5) Flexible and capable to travel as needed
- 6) Capability in Chinese language or dialects is a plus, but not required
- 7) Skills working in a small business environment with strategic thinking
- 8) Strong customer-focused skills, computer skills
- 9) Knowledgeable of off-shore business operations and supply chain, logistics.

### 4. Education and Experience

- 1) 4 years Bachelor degree in EE, engineering or science as a minimum. Preferred: Masters degree with direct work experience in a quantitative discipline; AND
- 2) 4+ years direct hands-on experience in CMOS/CCD image sensor application and technical support, especially in a high end industrial markets, such as machine vision, intelligence traffic monitoring, homeland security, medical or DSLR; OR
- 3) 4+ years direct hands-on experience in digital camera system design, or related firmware, hardware, optics fields

#### How to Apply:

For consideration please submit your resume and salary history to [careers@panavision.com](mailto:careers@panavision.com). Please make sure to note the position for which you are applying in the subject line. No phone calls or recruiters please.

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