



Field Application Engineer and Technical Support

Department: Sales and Marketing

Job Functions: Field Application Engineer and Technical Support

Locations: China, Taiwan, Korea

Report to: Director of Worldwide Sales & Marketing

Primary Objective:

Hands on developing all customer design in activity and strategy as well as conducting technical support to ensure design wins and revenue goals for each account are met.

1. Responsibilities:

- 1) More than 90% of time, to develop, conduct and implement all sales and technical design in activity as well as strategy into both end-user accounts as well as design in partner accounts (i.e. module companies, backend ISP/DSP providers) to ensure the design wins and healthy revenue growth within each region. Communicate status, especially of design in partner accounts, to worldwide sales and marketing organization where those accounts have applications in other regional sales activities.
- 2) Provide 1st level hands on technical support and coordination of business and project issues with worldwide partner accounts, specifically modules and solutions. Communicate customer's priorities, requirements, schedules and deadlines with internal/external module project teams to ensure the design wins.
- 3) Assist to identify key accounts worldwide in order to set priorities. Identify key areas of risk in the field and report to the appropriate level of sales and marketing management in order to close "gaps".
- 4) Assist to develop partnerships with distributors and agents necessary to do business in each region in order to maximize the opportunities. This includes prospecting, evaluations, qualification and provided technical feedbacks in order to close contract negotiation with distributors and agents.
- 5) Feedback market dynamics and pass customers "design win" future requirements for integration into the future image sensor product development and partnership prioritization.
- 6) Pass new market opportunities for products worldwide to the marketing team for analysis and possible inclusion into future development activities.
- 7) Help to identify and implement a customer service strategy, help to report and close the "gaps" to enable successful off-shore business operations, supply chain, logistics, necessary to ensure that design wins are smoothly transferred into mass production.
- 8) Provide customer/business priorities and leverage internal/external resources necessary to deliver proper pre-sales and post-sales technical support into the identified accounts within the region and worldwide as needed, to ensure both business success and customer satisfaction.

2. Critical Competencies:

- 1) Strong technical skills in image sensor, image science, firmware, hardware, optics, backend ISP/DSP etc.

- 2) In depth understand image sensor product applications and hands on technical support capabilities
- 3) Strong oral and written communications as well as interpersonal skills
- 4) Flexible and capable to travel as needed
- 5) Bilingual languages a must. Preferred English and Chinese Mandarin or Korean
- 6) Skills working in a small business environment with strategic thinking
- 7) Strong customer focus skills, computer skills
- 8) Knowledgeable of off-shore business operations and supply chain, logistics.

3. Education and Experience

- 1) 4 years Bachelor degree in EE, engineering or science is minimum. Preferred Master degree with direct work experience in a quantitative discipline
- 2) 4+ years direct hands on experience in CMOS/CCD image sensor field application and technical support, especially in a consumer, industrial, medical and other commercial market applications.
- 3) 3+ years direct hands-on experience in a digital camera system design, or related firmware, hardware, optics fields