

JOB DESCRIPTION

Hiring managers should ensure job descriptions are a full and accurate record of the job responsibilities, in order to ensure incumbent/candidate clear understanding of role and to assist the job evaluation process.

Job Title	Regional Product Manager	Job Function	MARK
Global Grade / Local Grade (if applicable)		Operation Unit	
Manager's Job title	Business Line Manager, Semi	Job Description Revision Date	1st Nov 2020

Mission/Purpose of the Job (one or two sentences that sum up the reason the job is needed):

RPM is required a variety pre-sales activities for the success of abatement products so that our products can be satisfied a various demands of customer and created the sales opportunity utilizing market-in process, through the market-in process, this job owner should jump over the barriers in the field when company wants to penetrate the specific market areas and secure the strong market position of the products through close cooperation with product management group, engineering group, sales team, application team and service team who can influence this job role and customers.

This job will contribute to the maximum sales and margin through delivering local value propositions, right product selections, evaluations, demonstrations and planning of new technologies and products, and will manage abatement products and value products business in Semi, DSL, OEM market in Korea, ensuring the market leading position for sales increase, and will contribute to a successful new product launch.

Main Responsibilities (Give 6 to 8 main areas of work. State what is to be done –to what - the end result e.g. Develop, agree and implement detailed sales plans to increase market share in Europe):

The regional product manager (RPM) has a very significant impact on the success of Atlas copco products used in the semiconductor Industry, display industry and Solar industry. Therefore, the role has important responsibilities such as the following.

- **Long-term product roadmap development with product management group for the continued growth**
 - Investigate the customer's technology development plan, changes environmental regulations, customer requirements and competitors' technology status, and determine the essential specifications of the product to secure a competitive advantage, and examine the business case so that it can be reflected in the company's long-term product roadmap through global product management group.
- **Discover new market opportunities, expand into new markets, and grow company revenues**
 - Investigate new market opportunities (new processes created by the customer's technology road map, existing markets opened due to competitors' problems, replacement of old equipment, development of new customers, etc.)
 - Select equipment and specifications to enter the market
 - If the development of new equipment for entering into the market is required, input into the global product management and also responsible for offering suggestions to customer and on-site assessment.

정보 제공용

- **Continuous product management for maintaining market position and profit management**
 - Through close cooperation with application team and field service team, investigate the product issues (Quality, Performance and Maintenance) and customer complaints.
 - Find product improvement points for solving it and reflect them in product design through market-in process and project-in process. These values are proposed to customers so that continuous product sales can be achieved and reflect them in prices to help increase profit through price management.

- **Project priorities adjustment**
 - The resources the company has are always limited. In order to use those limited resources efficiently, it is important to manage project priorities according to market status.
 - It is difficult to satisfy directly or indirectly connected stakeholders within limited resources (e.g. parties, customers, suppliers, etc. within and outside the company), the limited resources should be applied in consideration of the company's strategy and market conditions, and the priority of the project should be adjusted so that required products can be developed on time.
 - Minimize business impact and secure maximum opportunities to increase revenue by managing the priority of each project based on market conditions and business cases.
 - One of the important responsibilities of RPM is to collect information for decision making and analyze what business impact will occur when the priorities of each project change and to adjust the priority of the project through consultation with interested parties and reflect it in the process.

- **Global Product management group**
 - As a member of the Global project management group, RPM should deliver various commercial information including local customer trends, competitor information and business status to the Global product management group such as division VPs, GPM and DPM through regular global PM meeting in order to get them to set up a company strategy and make the right decision.
 - As a representative of a region, RPM should do its work for local business to get allocate the necessary resources first.

- **Launch New Products**
 - For the successful launch and sales of new products, the relevant tasks in terms of product readiness, marketing and sales are required to RPM.

Organization Chart (show your Manager, your role, any other roles reporting into your Manager and your direct reports)

Skills / Knowledge / Experience

- **Skills:**
 - Market analysis / presentation material build up skill
 - Self-Decision and time management skill
 - Planning skill for the organized work priority and load, Teamwork, Team building
 - Strong presentation skills
 - Language ability for English
 - Excellent computer skills (SAP and MS Office: Word, Excel, PowerPoint)
 - Valid driver’s license required

- **Qualifications / Education / Certifications:**
 - Bachelor of engineering or similar technical discipline and business management
 - Equivalent range product expertise for longer period of required experience

- **Experience:**
 - In-depth knowledge on semi / display process, product and market
 - 7+ ~ 10+ years... experience or compatible career in semiconductor market
 - Good understanding in corporate finance and accounting
 - Knowledge of abatement technology and customer application is highly desirable
 - A person who has experience in developing the market himself, has a track record, and has the right commercial awareness.

- **Functional competencies:**
 - A good communication with the ability to deal with people effectively and with authority, including senior management level within the Edwards and all other external and customer interfaces.
 - Good intercultural and interpersonal communication skill and understanding financing and accounting system

정보 제공용

Scope of the job (give details of nature and scope of role)

- **Geographical scope of the role: Korea**
- **Direct reporting to sales business line manager (Semi)**
- **Specialized by product with interface to Division Product Management**
 - RPM and DPM to liaise on roadmap alignment
 - Identification and action against product gaps to customer / market needs
 - Coordination with applications team via DPM on new product Master Specification
- **Train and communicate with regional application engineers and account teams**
 - New product technical and commercial introduction
 - Interface between Region and Division product management for NPI projects and roadmap
- **Regional pricing alignment**
 - Responsible for adherence with pricing policies and strategies
- **Regional marketing and technical materials**
 - Work with internal stakeholders (e.g. DPM, Marcoms, engineering) to develop appropriate collateral as needed to support sales plans
- **Regional authority for product selection**
 - Together with applications team, providing risk-managed solutions to account teams
- **Market intelligence, competitive analysis**
 - Product capability and gaps against Edwards’ products
 - Marketing position and relative position to Edwards
- **Maintenance of regional product portfolio**
 - New product introduction plans – identification of opportunities and objectives
 - New application penetration plans
 - Obsolescence plans
- **Work with Apps engineers on AIBs, BKM**s
 - Responsible for generating material
 - Ensuring proactive feedback on performance
 - Understanding and appropriate adherence to AIB / BKM solutions
- **Works with regional team to participate on Edwards Value Selling Programmes (EVSPs)**
 - EVSP owned by account manager, facilitated by BLM

Revision	Release Date	JD Change Summary
01	18th Dec. 2018	▪ Initial Creation
02	5th Jun. 2020	▪ Updated according to HR instruction
03	1st Nov. 2020	▪ Updated according to HR instruction

Approved by

Line Manager

Human Resources

GM / VP / President

정보 제공용