
PI

# Make the impossible possible

We are looking for you as

# Business Development Manager, Semiconductor (PI China)

Location: Shenzhen or Shanghai
Headcount: 1

## Position Summary

The Business Development Manager (Semiconductor) is responsible for driving strategic business growth for PI China within the semiconductor industry. The role focuses on identifying and developing new opportunities, building relationships with key semiconductor customers, and creating a sustainable opportunity pipeline that supports long-term growth.

The BDM will serve as the market and application expert, working closely with Sales, Technical Sales Engineers (TSE), Product Management, Market Segment, and global PI teams to identify emerging opportunities and convert them into qualified projects and design wins.

## Key Responsibilities

**Strategic Business Development**

- Develop and execute PI China's semiconductor market growth strategy.
- Identify and qualify new business opportunities within semiconductor equipment players, subsystem suppliers, and emerging semiconductor technology companies.

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The future awaits you – at PI

You want to join a company that makes the impossible possible? Then we look forward to your application and a statement about your salary expectations.

Your contact at PI
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- Build and maintain a strong opportunity pipeline aligned with PI's strategic objectives.
- Drive early customer engagement to identify future projects and technology roadmaps.
- Support the development of market-entry and account penetration strategies for strategic semiconductor accounts.

**Opportunity Identification & Qualification**

- Lead the pre-sales qualification process to ensure opportunities meet strategic, technical, and commercial requirements.
- Identify and develop opportunities with clear business potential, budget availability, and realistic project timelines.
- Work closely with Sales Managers to transition qualified opportunities into active sales projects.
- Support opportunity prioritization based on strategic fit, revenue potential, and resource requirements.

**Semiconductor Market Development**

- Focus on expanding PI's presence in key semiconductor segments, including:
  - Wafer Inspection
  - Metrology
  - Lithography
  - Advanced Packaging
  - Wafer Handling
  - Semiconductor Assembly & Test
- Identify new applications where PI's motion, positioning, nanopositioning, and piezo technologies can provide customer value.
- Develop relationships with key industry stakeholders, technical influencers, and decision-makers
- Recommend China Roadmap for Semiconductor Segment

**Market Intelligence & Strategic Insights**

- Monitor semiconductor industry trends, technology roadmaps, investment activities, and competitive developments.
- Analyze competitor positioning and identify market gaps where PI can differentiate.
- Identify emerging semiconductor clusters, innovation centers, and regional growth opportunities within China.
- Provide regular market updates and strategic recommendations to PI China management.

**Cross-Functional Collaboration**

- Work closely with:
  - Sales teams to develop customer strategies and convert opportunities into orders.
  - TSEs and engineering teams to align technical solutions with customer requirements.
  - Product Management to communicate market needs and application trends.
  - Operations and manufacturing teams to ensure business opportunities align with capacity and delivery capabilities.
- Support localization initiatives and local-for-local strategies where appropriate

## Key Performance Indicators (KPIs)

- Qualified opportunity pipeline value.
- Number of strategic semiconductor opportunities identified.
- Number of design-win opportunities created.
- New strategic accounts developed.
- Opportunity conversion rate.

- Revenue contribution from new business initiatives.
- Strategic projects development and conversion

## Qualifications

**Education**

- Bachelor's degree or above in Engineering, Physics, Electronics, Mechanical Engineering, Mechatronics, Semiconductor Engineering, or a related technical discipline.

**Experience**

- Minimum 8-10 years of experience in semiconductor equipment, precision motion systems, photonics, automation, or related high-tech industries.
- Proven experience in business development, strategic marketing, application engineering, or technical sales within the semiconductor industry.
- Experience working for a semiconductor equipment supplier is highly preferred.
- Demonstrated success in developing new business opportunities and converting strategic opportunities into design wins and revenue growth.

**Industry Knowledge**

- Strong understanding of semiconductor manufacturing processes, including front-end wafer fabrication, wafer inspection, metrology, lithography, advanced packaging, and semiconductor test and assembly.
- Good knowledge of the semiconductor equipment ecosystem, value chain, and key industry stakeholders, including OEMs, subsystem suppliers, Foundries, and ecosystem partners.
- Established industry network and customer relationships within China's semiconductor industry are highly desirable.
- Solid understanding of market trends, technology roadmaps, and investment directions within wafer-level inspection, metrology, advanced packaging, and semiconductor manufacturing.

**Business Development & Commercial Skills**

- Strong capability to identify, qualify, and develop strategic business opportunities.
- Ability to analyze customer organizations and identify key decision-makers, influencers, budget owners, and technical stakeholders.
- Understand how to develop account penetration strategies that address both technical requirements and commercial drivers to successfully close business opportunities.
- Strong negotiation, presentation, and stakeholder management skills.
- Proven ability to navigate complex sales cycles and drive consensus among multiple customer stakeholders.

**Strategic & Leadership Competencies**

- Ability to develop winning market-entry and account development strategies based on market intelligence and customer insights.
- Ability to influence cross-functional teams and drive organizational support for key customer projects.
- Proactive, self-motivated, and capable of working independently with a structured and results-oriented approach.
- Strong team player with excellent collaboration skills in a multinational environment.