

Michael Lyman, MBA

Product / Technical Marketing

Lake Oswego, OR
michael@lyman.us

Skills

Product marketing & management, market development, M&A auditing, channel management. Excel at leading global cross-functional teams (sales, marketing, engineering, operations), creating internal/external product strategy, and developing lucrative customer relationships.

Application Expertise

Semiconductor: Front-end metrology/yield management equipment & software; Testers, Probers, discrete and continuous manufacturing yield optimization, test data & yield software; back-end Pick & Place equipment.
Additional: Biotech and Medical Device data processing & analysis, microscopy/image analysis.

Employment History:

Cascade Microtech, Inc Semiconductor Wafer Probing – Beaverton, OR
Market Development Manager – Production Solutions 2012 - 2014
Market strategy & product definition for production products expansion. Product Management of LED and Power Electronics on-wafer probing solutions.

Universal Instruments (CBA Group) Semiconductor Packaging & Assembly – Conklin, NY
Product Manager – Advanced Packaging 2011 – 2012
Deliver 2x annual growth at \$10MM of advanced packaging solutions. Ownership of complete product life cycle and customer satisfaction delivery. Feature development & solution extensions for Lab/NPI and Production line solutions.

Optimal Test, Inc. Enterprise Test Data Management & Analysis Software – Newark, CA
Global Account Manager 2009 – 2011
Account strategy, penetration, application development, & ROI for customer value justification. Generated \$7MM revenue from top-tier Fabless and IC device mfg. companies (NVIDIA, Intel, TI, LSI, Analog Devices, and others). Delivered \$150-200MM customer ROI.

Verigy U.S., Inc. Semiconductor Test Capital Equipment – Cupertino, CA
Quality & Process Engineering Manager 2007 – 2008
Improve released and NPI product reliability with 440% improvement through Reliability Program implementation, process & design methodology improvement, and organizational efficiency development. Identify & close 5 Major and 16 Minor non-conformances from internal and Registrar ISO 9001:2000 audits.

KLA-Tencor Corporation Wafer Inspection, Metrology, & Yield Capital Equipment – San Jose, CA
Senior Field Marketing Manager – Parametric Solutions Group 1998 – 2002, 2004 – 2007
Direct major account, regional, and product strategy for \$400 million Metrology Product Group leading to 15-30% consistent annual revenue growth in product lines, organize 19 trade shows, seminars, & training events annually.

Program Manager – Global Support Services
Release of innovative remote support solution yielding 28% new sites, 37% connection growth, 24% growth in remote case volume, with focus projects yielding 21%+ improved uptime – est. ann. cost savings: \$5.6 million.

Technical Sales Manager – CD Metrology Solutions
New product introduction of SpectraCD – manage betas and product strategy with field sales organization.

Division Sales Manager – Mercury Division
Sales NPI of a brand new product line & technical concept, integrated and stand-alone spectroscopic ellipsometry metrology solutions. Developed Lam Research and Novellus beta partnerships.

Regional Sales Manager, E.US/Europe – PMC Group Central Sales

Create & supervise sales programs for enterprise yield software product lines delivering \$20 million revenue in FY00 exceeding the previous year by 150% in the Eastern US and Europe. Direct management of European region operations for software products.

Product Manager – VARS Division

Product lifecycle management of innovative image management platform, implementation of new development process (CMM Level II & PLC/M disciplines), and Marketing – sales, application, ROI, & technical collateral. > 60 systems with top semi and data storage accounts – IBM, Intel, Motorola, Philips, Fujitsu, Toshiba, AMD, and Micron.

Product Specialist – VARS Division

Introduce a newly acquired product line into KLA-Tencor sales systems & processes while team-selling for US and Europe territories yielding \$6.8 million revenue in FY98.

SAS Institute, Inc.

National Account Executive – Life Sciences Practice

Business Intelligence & Analytics software – San Jose, CA

2002 – 2003

Dentech, Inc./VARS

United States Sales Manager

Large-Scale Image Management – San Jose, CA

1997-1998

Media Cybernetics, L.P.

Western Region OEM & Applications Manager

Image Analysis Software – Auburn, CA

1996-1997

Technical Instrument Company

Sales Representative – Imaging Division

Clinical Program Manager – Northern California/Northern Nevada

Microscopy & Imaging – San Francisco, CA

1994 - 1996

Tricor Courier and Cargo Systems

Sales Manager

Courier and LTL/LCL Services – S. San Francisco, CA

1992 - 1993

Education:

Master of Business Administration – Golden Gate University, 1992

Bachelor of Science in Business Administration, Marketing – California State University, Sacramento, 1988

Professional Development:

- ^ Trained in common Sales, Account Management, Product Development/PLM, and Marketing Processes (e.g. Miller Heiman, CMM PLM, Robinson Market Validation, and many others)
- ^ ISO, PMI, LEAN, 6-Sigma trained & qualified
- ^ Expert user: MS Office, Visio, Project, Liquid Planner, SmartSheet, multiple CRM systems & processes, data sources/filtering/analytics/reporting, etc.
- ^ Eagle Scout, Instrument-Rated Private Pilot, Third-Generation Woodturner