

Anthony Hopkins

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SUMMARY

Global **product marketing** leader with 11 years and 4 months guiding semiconductor **market analysis**, product strategy, **business planning**, and go to market execution across Memory, Foundry, Logic, and Advanced Packaging. Builds **Market Requirements Specifications**, business cases, value propositions, positioning, pricing recommendations, and market entry plans that connect customer needs with technology roadmaps. Uses TAM, SAM, and SOM models, ROI analysis, competitive intelligence, third party research, segmentation, personas, and customer journey maps to shape investment decisions. Partners with Product Management, Engineering, Sales, and Marketing teams to define products, support launches, and identify new applications. Communicates technical and commercial evidence through executive narratives, customer presentations, collateral, and sales enablement content, helping teams turn market insight into measurable commercialization progress.

EXPERIENCE

Director, Global Product Marketing

February 2023 - Present

Silicon Harbor Systems

San Jose, California

Leads **global product marketing** for process and packaging solutions serving Memory, Foundry, Logic, and Advanced Packaging customers. Owns product definition, market analysis, commercialization planning, and cross functional alignment across Product Management, Engineering, Sales, and Marketing.

- Led MRS development for packaging applications, aligning engineering priorities with customer requirements and launch decisions.
- Built TAM, SAM, and SOM models from forecasts and research, guiding portfolio investment discussions.
- Shaped **pricing strategy** through switching economics and competitor analysis, protecting profitability during **market entry**.
- Created **customer presentations** and **sales enablement** materials, helping account teams explain technical value clearly.
- Tracked adoption, conversion, revenue, **market share**, and growth indicators, informing scale up decisions.
- Mapped personas and customer journeys, giving product teams sharper insight into evaluation barriers and buying triggers.

Senior Product Marketing Manager

June 2020 - January 2023

Quantum Ridge Equipment

Austin, Texas

Managed product marketing for semiconductor manufacturing equipment serving Logic and Foundry customers. Connected fab investment signals, customer feedback, competitive evidence, and technical capabilities with business cases, launch plans, and commercial priorities.

- Created market models using fab investment trends and wafer starts, clarifying opportunity size for leadership.
- Developed ROI analyses comparing process capability with incumbent approaches, strengthening customer **business cases**.
- Translated customer feedback into **MRS** requirements, helping **engineering** prioritize application needs for target accounts.
- Produced competitive briefs and pricing recommendations, giving sales teams practical guidance for account strategy.
- Built launch scorecards covering evaluations, **adoption**, **conversion**, revenue pipeline, and market share across priority segments.
- Coordinated launch collateral with product managers and **sales**, improving message consistency across customer engagements.

Product Marketing Manager

June 2017 - May 2020

ArcLine Semiconductor Technologies

Phoenix, Arizona

Supported product marketing for deposition and process control offerings serving Memory and Logic accounts. Combined segment research, customer evidence, **competitive analysis**, and launch coordination to strengthen positioning and sales readiness.

- Maintained segment forecasts using industry reports and customer signals, supporting **TAM** and **SAM** planning.
- Built **value propositions** linking process performance and cost of ownership with customer evaluation criteria.
- Compared competitor pricing and capabilities, informing commercial account plans and positioning decisions.
- Mapped customer stakeholders and evaluation journeys, identifying proof points for sales enablement materials.
- Coordinated launch readiness with Sales, Engineering, and **Product Management**, incorporating customer feedback into messaging.
- Prepared **customer presentations** that translated process advantages into clear commercial reasons for evaluation.

Market Analyst, Semiconductor Products

June 2015 - May 2017

Mesa Microelectronics

Chandler, Arizona

Analyzed semiconductor trends, capital spending, competitor activity, customer requirements, and third party research for product planning. Converted market evidence into opportunity models, business case inputs, positioning content, and account insights for product and sales leaders.

- Analyzed capital spending and competitor announcements, giving product leaders timely market context for planning.
- Built opportunity models for **Memory**, **Foundry**, and Logic using addressable market scenarios.
- Gathered pricing references and adoption assumptions, strengthening ROI inputs for emerging product **business cases**.
- Prepared competitive summaries and customer research, helping sales leaders focus account conversations.
- Created market collateral and presentation content, turning research findings into clear segment narratives.
- Maintained design in, evaluation, revenue, and competitive metrics, supporting regular commercial reviews.

PROJECTS

Advanced Packaging Market Entry 2024

A promising packaging opportunity needed more than a strong technical story. Built market sizing, customer segmentation, positioning, pricing logic, and launch content that connected application needs with commercialization priorities.

Logic Equipment Commercialization Plan 2022

Customer feedback pointed toward a sharper value case. Combined ROI analysis, competitor research, personas, and adoption measures into a practical go to market plan for Logic accounts.

Memory Opportunity Intelligence Model 2018

Small changes in customer investment signals revealed a larger market pattern. Consolidated third party research, account activity, pricing references, and scenario assumptions into an opportunity model for Memory products.

LEADERSHIP & AWARDS

- Recognized by executive leadership for connecting customer insight, product definition, and commercialization planning across semiconductor markets.
- Received a marketing leadership award for customer presentations and sales enablement content that clarified complex technical value.
- Selected to lead cross functional launch reviews, a role that turned scattered feedback into focused decisions.

EDUCATION

Bachelor's Degree in Marketing

2015

Arizona State University GPA: 3.8

Tempe, Arizona

Coursework: Market Research, Consumer Behavior, Business Planning, Marketing Analytics

CERTIFICATIONS

- Product Marketing Certified 2024
- Certified Market Research Professional 2022

TECHNICAL SKILLS

- **Market Analysis:** TAM, SAM, SOM, Market Sizing
- **Research Methods:** Market Research, Customer Research, Third Party Reports
- **Competitive Intelligence:** Competitor Analysis, Benchmarking, Competitive Briefs
- **Product Strategy:** Product Definitions, MRS, Technology Roadmaps
- **Go To Market:** Market Entry, Launch Planning, Commercialization
- **Pricing Analysis:** Pricing Strategy, Profitability, Switching Economics
- **Customer Marketing:** Personas, Journey Mapping, Segmentation
- **Business Planning:** Business Cases, ROI Analysis, Investment Models
- **Sales Enablement:** Customer Presentations, Marketing Collateral, Value Propositions
- **Performance Metrics:** Adoption, Conversion, Revenue, Market Share
- **Semiconductor Domains:** Memory, Foundry, Logic, ICAPS
- **Collaboration Platforms:** Product Management, Engineering, Sales, Marketing

SKILLS

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|----------------------------|----------------------|-----------------------|--------------------|
| • Global Product Marketing | • Logic | • GTM Strategy | • TAM SAM SOM |
| • Semiconductor Markets | • Advanced Packaging | • Business Planning | • ROI Analysis |
| • Memory | • ICAPS | • Product Positioning | • Pricing Strategy |
| • Foundry | • MRS | • Value Propositions | |

PROFESSIONAL AFFILIATIONS

- Semiconductor Industry Association member, contributing market perspective through ongoing industry research and peer exchange.
- Product Marketing Alliance member, sharing practical approaches for positioning, customer insight, and go to market planning.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST