

# James Chang

張 証 荃

CONTACT

2399919199@qq.com

Changhua · Taichung · Hsinchu, Taiwan

Available immediately

## Senior executive, optoelectronics & semiconductors

### SUMMARY

Fourteen years in optoelectronics and semiconductors, from frontline sales to vice president and general manager of a business unit. Strong in Greater China market development, distributor channels, supply-chain integration and cross-functional leadership; drives execution with data and accountability — annual revenue +22%, defect rate –28%, customer satisfaction from 76 to 92. In the last two years I have used AI as my engineering team to build ERP modernisation, barcode scanning, Bluetooth label printing and a learning platform: I turn ideas into working, testable products.

### EXPERIENCE

2012.03 –  
2019.12

#### Vice President & General Manager, Imaging Business Unit

Optoelectronics · Hong Kong · Dongguan · 100–500 staff

- Owned the annual operating plan and revenue targets; integrated the Dongguan packaging line with automation — capacity efficiency +35%, defect rate –28%.
- Built global distributor strategy and satisfaction tracking; introduced RACI and accountability — revenue +22%, operating cost –18%.

2007.03 –  
2012.02

#### Regional Marketing Director, Greater China

Shengkai Technology · semiconductor · Shenzhen · Guangzhou

- Set China strategy and distributor coverage; five consecutive years of 15%+ growth, market share from 8% to 17%.
- Coordinated global product and component allocation; key accounts grew from 12 to 31.

2006.03 –  
2007.03

#### Sales Manager, Greater China

Shengkai Technology · semiconductor · Shenzhen · Shanghai

- Positioned the CIS packaging line and opened design-house to module-house accounts; US\$12M annual turnover.

### RECENT WORK

2015–2022: built the inventory / manufacturing / R&D system in Excel and Access, keeping critical checkpoints in-house (single machine; sync and collaboration were the limits). 2022–2025: ChatGPT-accelerated learning, collected into an internal learning site. 2025–2026: AI-assisted ERP modernisation, barcode scanning, Bluetooth label printing, learning platform.

### CORE SKILLS

|         |                                                                                 |              |                                                                       |
|---------|---------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------|
| Sales   | International trade, distributor channels, key-account negotiation, forecasting | Supply chain | Cross-border logistics, JIT / FIFO, material sourcing, S&OP           |
| Product | CMOS qualification, specification, NPI, yield control                           | Organisation | Cross-functional leadership, RACI, change management, crisis handling |

### EDUCATION & LANGUAGES

|           |                                                           |           |                                                                              |
|-----------|-----------------------------------------------------------|-----------|------------------------------------------------------------------------------|
| Education | BSc Applied Mathematics, Feng Chia University (1995–1999) | Languages | Mandarin (native), Taiwanese (fluent), English (TOEIC 650), Japanese (basic) |
|-----------|-----------------------------------------------------------|-----------|------------------------------------------------------------------------------|