CM

OWNER/ PRESIDENT

AGE : **50-60s**

GENDER : **MALE**

LOCATION : **PENNSYLVANIA**

BIOGRAPHY

David Smith is the owner and CEO of a thriving Electronic Manufacturing Service company that specializes in PCB assembly and related services. With over 25 years of experience in the electronics industry, David started his company with a vision to provide high-quality, reliable manufacturing solutions to customers across diverse sectors. He has built his business on a foundation of technical expertise, customer service, and innovation.

IDENTIFIERS

- Usually in a rural or suburban setting
- Active in their community, supporting the military, usually conservative
- Wants communication
- Looking for exact information/specifics on late orders
- Focuses on long-term growth and sustainability
- Succession planning

CHALLENGES

- Late orders/last minute status changes on an order
- Being proactive and delivering great service
- Occasionally price sensitive - can be dictated by customers
- Growth - looking for referrals
- Quality Control and Compliance
- Maintaining Competitive Advantage

GOALS

- Reliable, on-time delivery
- Defect free deliveries
- Be proactive and anticipate any needs that come up
- Continue to deliver legendary service
- Stay Competitive
- Improve Quality and Reliability
- Strengthen Supplier Partnerships
- Expand Market Reach

OEM

SUPPLY CHAIN SUPERVISOR

AGE : 40-50s

GENDER : FEMALE

LOCATION : WASHINGTON

BIOGRAPHY

Mindy Robinson is a Supply Chain Supervisor at a medium-sized electronics manufacturing company that designs and produces PCBs for industrial automation and telecommunications. With over 18 years of experience in supply chain management, Mindy oversees the planning, sourcing, and logistics of materials to ensure that production runs smoothly. She manages a team responsible for coordinating the procurement of PCBs, ensuring on-time deliveries, and maintaining optimal inventory levels.

IDENTIFIERS

- Prefers structured communication via email & one point of contact if possible
- In some cases, can assume the role of buyer
- Prefers to have one point of contact versus being bounced around from contact to contact
- Relies on inventory metrics, supplier performance data, and cross-functional feedback to make decisions.

CHALLENGES

- Late orders/last minute status changes on an order
- Managing Supply Chain Disruptions
- Balancing Inventory Levels
- Forecasting Accuracy
- Cost Control and Budget Management
- Supplier Reliability and Lead Time Variability

GOALS

- Optimize Inventory Management
- Mitigate Supply Chain Risks
- Ensure On-Time Delivery
- Leverage Data Analytics for Better Decision-Making

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BUYER/QUOTE ANALYSIS

AGE : 35-50s

GENDER : FEMALE

LOCATION : PENNSYLVANIA

BIOGRAPHY

Lisa Martinez is a Buyer at a large electronics manufacturing company, responsible for sourcing PCBs and related components for the company's diverse product lines. With over 15 years of experience in procurement, Lisa plays a crucial role in managing supplier relationships, negotiating contracts, and ensuring a reliable supply of high-quality PCBs that meet production schedules.

IDENTIFIERS

- Prefers clear, concise communication through email and phone calls.
- Difficult in their own way ("Needy")
- Highly detail-oriented
- Does not like change
- Measured on cost reduction and cost avoidance, inventory turns
- They bid business and put packages together to get business

CHALLENGES

- Late orders/last minute status changes on an order
- Providing quotes quickly
- Balancing Cost, Quality, and Delivery
- Being proactive and delivering great service
- Incorrectly labeled packs of PCBs
- Supply Chain Disruptions
- Cost Management and Budget Adherence

GOALS

- Providing quotes ASAP
- Be proactive with order paperwork
- On time delivery
- Provide top notch quality
- Be price competitive
- Provide excellent service
- Mitigate Supply Chain Risks
- Ensure Compliance and Quality Standards

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QUALITY MANAGER/ ENGINEERS

AGE **:50-60s**

GENDER **: MALE**

LOCATION **: KANSAS**

BIOGRAPHY

John Peterson is the Quality Manager at a medium-sized manufacturing company that produces PCBs for automotive electronics and medical devices. With over 20 years of experience in quality management, John leads a team responsible for ensuring that all products meet stringent quality standards and regulatory requirements. His role is critical in maintaining the company's reputation for reliability and compliance, especially in safety-critical industries.

IDENTIFIERS

- Don't care about business end, only care about quality metrics.
- Decisions are based on data analysis, past performance, and supplier compliance with industry standards.
- Gate keeper on initial qualification or DQ after quality issues
- Fact based
- Not flexible
- Highly focused on processes, audits, and certifications, ensuring that all steps adhere to strict quality protocols.
- Disciplined
- Very process oriented

CHALLENGES

- Late orders/last minute status changes on an order
- Long lead times on some of their boards
- Ensuring Supplier Compliance and Accountability
- Strict on delivery dates
- Reducing Defect Rates and Rework
- Maintaining High Quality Standards
- Supply Chain Risk Management

GOALS

- Ensure orders are delivered on time if not earlier than requested delivery date
- Fast Root Cause Analysis and 8D Corrective Actions
- Don't wait until there is a quality issue to make yourself known
- Achieve Zero-Defect Production
- One point of contact as much as possible

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DIRECTOR OF ENGINEERING

AGE : 60s

GENDER : MALE

LOCATION : VIRGINIA

BIOGRAPHY

Mike Williams is the Director of Engineering at a leading electronics manufacturing company that produces consumer electronics and industrial automation solutions. With over 18 years of experience in engineering and leadership, Mike oversees a large team of engineers responsible for designing and developing PCBs that power the company's innovative products.

IDENTIFIERS

- Dry group
- Data driven
- Can be gate keeper on initial qualification or DQ after quality issues
- Fact based
- Stays updated on industry trends through trade publications, conferences, and direct interactions with suppliers.

CHALLENGES

- Late orders/last minute status changes on an order
- Long lead times on some of their boards
- Technical Support and Problem-Solving
- Being competitive on price
- Strict on delivery dates
- Supplier Reliability and Risk Management
- Balancing Innovation with Cost Management

GOALS

- Ensure orders are delivered on time if not earlier than requested delivery date
- Be competitive on price and lead time to help win jobs
- Work pro-actively up front to integrate into the design process
- Provide functional PCBs
- Foster Partnerships
- Drive Engineering Excellence

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R&D & PRODUCT DEVELOPMENT

AGE : 50s

GENDER : MALE

LOCATION : FLORIDA

BIOGRAPHY

Alex Thompson is an experienced R&D Product Developer working at a mid-sized tech company that focuses on designing innovative IoT devices and wearable technology. With a strong background in electrical engineering and over a decade of experience in product development, Alex is responsible for taking ideas from concept to prototype, ensuring designs are cutting-edge, reliable, and manufacturable.

IDENTIFIERS

- Will order small quantities (min orders) of similar PCBs
- Data-driven, highly values technical specifications, reliability tests, and case studies.
- Fact based
- Acts as a buyer in some circumstances
- Like having one point of contact
- Prefers email, technical webinars

CHALLENGES

- Most orders are prototypes that may be difficult builds
- Getting the boards right the first time is crucial
- Material and Technology Innovation
- Rapid Prototyping Under Tight Deadlines
- Design Complexity and Performance Optimization

GOALS

- Improve Design for Manufacturability
- Continue to provide great service and quality support if needed
- Be easy to work with
- Have a single point of contact as their go to if possible.
- Accelerate Time-to-Market
- Ensure High Reliability and Quality