

Mr. Val Kaplan, MBA, PMP, SSGB

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Professional Profile

- Seasoned business development and technical service management professional with over 15 years of experience in hi-tech and technologically intensive manufacturing industries
- Expert in Asian technology markets, lived and worked in Taiwan, Hong Kong, Singapore, Korea, China for about 10 years
- Solid engineering background (BSc in Mech. Engineering) coupled with extensive business training (MBA in Marketing, graduated with distinction)
- Broad experience in project management (PMP certified) and multidisciplinary product and service development, quality control expert (Six Sigma Green Belt)
- Fluent in English, Russian, Hebrew, intermediate communication skills in Mandarin Chinese
- Canadian citizen, currently based in China on employment visa, holder of permanent employment and residence permit in Taiwan

Employment Experience

September 2008 to present: Camtek Imaging Technology, China, Suzhou (PCB business unit of [Camtek LTD](#),

NASDAQ: CAMT)

Technical Director, Global Sales Support Manager

- Successfully navigated sales, tech. support and marketing activities through the period of economic downturn ensuring strong post-crisis rebound and emergence of a more efficient and diversified company;
- Has setup and currently manage support center that provides worldwide tech. support for PCB products;
- Directed tech. and sales support network of over 90 professionals for Camtek's PCB, IC and ME products;
- Designed and implemented new methodology, incentives system and cost control measures which led to dramatic improvement in division's efficiency and profitability;
- Initiated and led a number of company's strategic projects in market research, product design, sourcing and outsourcing;
- Spearheaded introduction of new products and innovative solutions for various market segments;

December 2006 to August 2008: Camtek Korea, S. Korea, Seoul (subsidiary of [Camtek LTD](#), NASDAQ: CAMT)

Technical Director

- Directed sales and service support of Camtek's inspection products for PCB, IC Substrates and Semiconductors divisions in the company's Korean branch;
- Managed successful penetration to a number of strategic accounts (Samsung, LG);
- Defined and implemented strategies that led to a significant increase in Camtek market share in Korea;
- Guided the return to profitability of Camtek's Korean branch for the first time since 2000;
- Overhauled service management and pricing policy resulted in doubling service revenues within one year;
- Identified key technological trends (embedded IC, laser drill inspection) and coordinated strategic repositioning of existing product lines to meet new market segments requirements;

February 2002 to November 2006: Kaplan-Cortex Inc., Canada, Toronto, ON (incorporated in Ontario, Canada)

Business Development Manager, Owner

- Founded and managed a trading company engaged in active representation of several major PCB equipment manufacturers in Canada and US focusing primarily on inspection systems;
- Oversaw multimillion installation projects involving Camtek's AOI equipment in PCB and Microelectronics facilities;
- Negotiated a number of major PCB equipment sales in Canada and US East Coast;
- Oversaw and directed all aspects of post-sale technical support for clients with strong customer oriented focus;

February 2002 to November 2006: Camtek USA Inc., USA, NJ (subsidiary of [Camtek LTD](#), NASDAQ: CAMT)

Product Consultant

- Planned and organized wide range of sales, service and marketing activities resulted in strengthening and solidifying Camtek's presence in Canada with established position as the leading AOI supplier;
- Engineered and executed a number of equipment evaluations which led to multimillion dollar purchases;
- Established and nurtured cooperative relationships with major Canadian PCB manufacturers that continue dealing exclusively with Camtek to this day;

July 2000 to February 2002: Camtek South East Asia Ltd., Singapore (subsidiary of [Camtek LTD](#), NASDAQ: CAMT)

Regional Manager

- Oversaw and directed establishing of the new regional branch from scratch;
- Successfully managed branch operations in diverse and multicultural South East Asian region;
- Assembled and coached technical teams across the region ensuring dramatic increase of Camtek's market share in ASEAN countries from virtual zero in 2000 to 60% of the market by 2002;
- Developed and implemented highly efficient strategies to penetrate strategic accounts in Singapore and Thailand;

April 1998 to July 2000: Camtek Hong Kong Ltd., Hong Kong (subsidiary of [Camtek LTD](#), NASDAQ: CAMT)

Regional Customer Support Manager

- Built, integrated and directed tech. and sales support network enabling Camtek's continued and solid presence in the new market that today accounts for three quarters of the revenues -- up from the initial 5% at the start of my tenure;
- Identified and communicated key market information on specific needs of Chinese PCB manufacturers that enabled Camtek to capture commanding market share;
- Designed and built the most successful, profitable and efficient Camtek's service organization worldwide;
- Supplied critical marketing and technical input to Marketing and R&D divisions resulted in highly profitable product line extensions;

August 1996 to April 1998: Camtek Pacific Ltd., Taiwan, Taoyuan (subsidiary of [Camtek LTD](#), NASDAQ: CAMT)

Product Specialist, Customer and Sales Support

February 1996 to August 1996: Camtek Ltd., Israel, Migdal Haemek (NASDAQ: CAMT)

Application Engineer, R&D and Service Dept.

August 1995 to January 1996: Litor Printed Circuits Ltd., Israel, Haifa (laser direct imaging startup)

R&D Engineer

Education

July 2009: PMI – Project Management Institute (USA)

Earned certification: PMP – Project Management Professional, global credential

Continues to maintain certification by earning PDUs through PMI certified training providers

March 2009: The Graduate School of Business Heriot-Watt University (Edinburgh, UK)

Earned degree: MBA, emphasis on Marketing

Graduated with distinction

May 1996: Technion - Israel Institute of Technology (Haifa, Israel)

Earned degree: B.Sc., Mechanical Engineering

Majored in materials and machine design

May 1991: Bauman Moscow State Technical University (Moscow, Russia)

BA (incomplete), Materials and Technology