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Sang-Joon Cho, Ph.D.

Executive Vice President

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Dr. Sang-Joon Cho, a passionate advocate for Scanning Probe Microscopy (SPM), currently spearheads the Research Equipment Business Unit. His mission is to broaden the understanding and application of AFM technology across various fields.

With a robust background in research and development, Dr. Cho has served as a director at the Application Technology Center of Park Systems Corp, leading a diverse team of 58 scientists and engineers from both Korea and abroad. His responsibilities extended beyond application development and technical writing to include sales, where he held the position of Executive Vice President.

Dr. Cho's leadership was also instrumental during his 12-year tenure as the R&D director at Park, where he managed a team of 30 dedicated professionals. His expertise and dedication have led to the successful execution of numerous national projects. Currently, he oversees three national projects with a combined budget exceeding \$20M, aimed at advancing AFM technologies and their industrial applications.

In recognition of his significant contributions to science and technology, Dr. Cho was honored with South Korea's Science and Technology Medal in 2021. His commitment to the scientific community extends beyond his professional duties. He serves as the Chairman of Sub-Committee 9 (Scanning Probe Microscopy) of the International Organization for Standardization (ISO). Additionally, he holds the position of Vice President at both the Korea Nanotechnology Research Society (KoNTRAS) and the Korean Society of Surface Analysis (KoSSA), contributing to numerous national planning committees.