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Sang-Joon Cho, Ph.D. is a director in R&D Application Technology Center of 58 (23 in Korea, 25 in Abroad) Scientist and Engineers and EVP. of Sales at Park Systems Corp. He is in charge of application development, demonstration, and technical writing. Previously, he was also a director in R&D of 30 people at Park for 12 years (Since 2005) He has successfully carried out numerous national projects and is currently in charge of three national projects with a budget of over \$20M to develop AFM technologies and industrial applications. In addition, he is serving the community as the Chairman of Sub-Committee 9 (Scanning Probe Microscopy) of the International Organization for Standardization (ISO) along with many other national planning committees.