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**Objective:** To obtain a position as a technical marketing or applications engineering manager which would utilize my strengths and experience in a company that will provide opportunity for advancement.

**Special Skills:**

- Computer Languages: C++, HTML, Basic, and Visual Basic
- Computer Applications: MS-Office 97, CorelDraw, FrameMaker
- Languages: English, Cantonese, Mandarin

**Work Experience:**

9/00 to Present      **Semtech Corp.**, Santa Clara, California  
A publicly held \$250 million corporation producing fiber optics IC.

**Field Applications Engineer:** Reports to the FAE Director

- Work on new designs (Fiber optics chips – SONET/SDH) at key accounts. (Mahi Networks, Turin Networks, Gluon Networks, Calix Networks, AFC)
- Define new innovative product concepts.
- Requires working closely with Engineering and Development to bring products from a conceptual state to completion.

10/95 to 9/00      **Xicor, Inc.**, Milpitas, California  
A publicly held \$120 million corporation producing semiconductor IC (E<sup>2</sup>PROMs).

**Applications Engineer Manager:** Reported to the Director of Digital Products.

- Defined new products (real time clock, hot swap controller).
- Work as a team member to drive design wins at key accounts.
- Work closely with the product line manager to create business plans and product roadmaps.
- Interfaced with customers about their product requirements and provide technical assistance in their product development phase.
- Conducted on-line training to promote the product line.
- Supervised two (2) entry-level applications engineers.

10/95 to 10/99      **Staff Applications Engineer:** Reported to the Digital Product Line Manager.

- Lead and coordinate efforts in product introduction and penetration in the Far-East.
- Provide technical support and training to customers, resellers and FAE's.
- Develop technical specifications and marketing materials to define new products.
- Responsible for developing presentations and speeches and present white paper for wide audiences in technical conferences throughout the Asia Pacific.
- Analyze, evaluate, and write demo software programs for new products.
- Currently the designated conference speaker for the Asia Pacific region.

9/92 to 9/95      **Toyota Tsusho America, Inc./Nippondenso ID Systems Division**, Fremont, California  
A publicly held \$18 billion corporation producing automotive parts.

**Senior Applications Engineer:** Reported to the General Manager.

- Supervised two (2) applications engineers and one (1) service technician.
- Prepared management reports on all issues related to customer support.
- Managed, designed and implemented all trade promotions and events.

- Orchestrated and implemented the entire strategy to obtain a key US government contract (GSA).
- Identified and resolved overall technical issues with customers and internal sales staff.
- Provided technical support to resellers, end-users and internal associates.
- Developed, implemented, and controls office/trade show computer software/applications enhancement programs.
- Conducted quality assurance, testing, and modification of the products.

8/90 to  
9/92

**Andros, Inc.**, Berkeley, California  
A publicly held \$27 million corporation producing gas analyzers.

**Senior Technical Engineer:** Reported to the VP of marketing.

- Conducted product demonstration in China.  
Net result: Obtained two (2) orders worth \$100K.
- Provided technical support to customers and sales force.
- Planned and implemented educational programs for sales staff and customers.
- Researched and maintained product information, specifications, and ECN histories.
- Developed on-site test procedures and field diagnostics for customers.

5/89 to  
3/90

**X-Cyte.**, Mountain View, California  
A privately held \$1 million corporation producing radio frequency identification systems (RFID).

**Product Marketing Engineer:** Reported to VP of engineering.

- Implemented on-site installation of RFID systems.
- Analyzed and resolved RFID system problems.
- Conducted site survey before actual installation at customer location.
- Established test requirements and product specifications for Underwriter's Laboratory approvals.
- Monitored market development trends and prepared competitive markets analyses.
- Performed pre/post-selling and request for quotation services, telephone support, and return materials authorization expediting.

8/86 to  
4/89

**Allen-Bradley/Rockwell International**, Fremont, California  
A publicly held \$1 billion corporation producing a diversified line of electronic components.

**Senior Applications Engineer:** Reported to the marketing manager for molded circuit devices (MCD) in eleven (11) western states.

- Provided technical support to eight (8) field sales engineers and one (1) regional sales manager.
- Developed training videos/slides for international sales engineers on molded (3-D) devices.
- Prepared a manual on MCD processes and submitted it to the IPC committee for approval.
- Completed MCD competitive markets analyses.
- Conducted MCD workshops to educate the market segment in Seattle.  
Net result: Obtained two (2) prototypes orders from the Seattle area.

9/84 to  
7/86

**OAK Materials Group, Inc.**, Hayward, California  
A publicly held \$75 million corporation producing a diversified line of printed circuit board substrate.

**Applications Engineer:** Responsible for the sales of microwave board substrate in eleven (11) western states.

- Performed high frequency testing on the microwave substrate with an HP 8510.
- Worked with Military Specification 13949 and developed product specifications.

1/83 to  
9/84

**Coastline Community College**, Huntington Beach, California  
**Electronics Courses Instructor**

**Education:**      **California State University**, Long Beach, California

B. S., Electrical Engineering - 5/82

M.S., Electrical Engineering - 4/85

**Golden Gate University**, San Francisco, California

M.B.A., High Technology Management - 4/92

**Credential:**      California Lifetime Teaching Credential