

John Doe

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CAREER PROFILE

A resourceful, innovative, and entrepreneurial General Manager with over 15 years of management experience in starting, managing and growing a successful high-tech company. Results-oriented team leader who has built trust-based relationships with suppliers, employees, customers, and partners. Comprehensive P&L responsibility including a successful track record of controlling and reducing costs, and increasing gross margins, outsources non-value-added-functions, and improving company profitability. Wide-ranging public company knowledge and experience including raising capital, initialing and maintaining a NASDAQ listing, completing SEC filings, overseeing the audit process, and participating in annual general meetings. Graduate of the State School of Management's International Executive MBA program.

BUSINESS EXPERIENCE

Pebbles SEMICONDUCTOR

1987-2007

Pebbles Semiconductor was founded in 1987 to design and sell PC-based logic analyzers and in 1989 the company shifted its focus to the design and sale of custom integrated circuits. By the end of 2000 the company was trading on the NASDAQ National Market System with annual sales of over \$11M, with a workforce of over 50 employees worldwide. Partial list of the company's customers included Space Center, Big Hydro, Ministry of Defense, and XYZ Company.

President (Shareholder)

2001

Reported to the Chairman of the Board with the mandate to negotiate and completed the sale of the company to Smart Corporation, a publically traded state company. The sale was completed in September 2001.

- Partnered with the Chairman of the Board to structure and negotiate the terms of the sale. Worked with legal, accounting and investment banking professionals to create, assemble, and review the due diligence documentation.
- Successfully implemented an employee retention strategy that resulted in an employee retention rate of over 95% through the completing for the sale. Worked with customers, partners and suppliers to provide a smooth transition of the business.

Chief Operating Officer (Shareholder)

2000

Reported to the CEO with responsibility for product development, operations, sales, and information systems.

- Introduced a new product development and planning process which included leading cross-functional teams that were responsible for product definition and development, marketing and sales strategy, and operations planning.
- Negotiated the purchase of \$500,000 USD in third party intellectual property rights licenses to be incorporated into the company's products and negotiated the purchase of over \$2.5M USD in hardware emulation tools and electronic design automation (EDA) software licenses.

- Conceptualized and introduced a new sales management initiative, including the implementation of a comprehensive design with tracking and forecasting database, aimed at increasing revenues per key account as well as expanding market penetration into new accounts. Realigned the compensation plan in support of these new goals.
- Researched, evaluate, and successfully implemented the enterprise resource planning (ERP) software from JD Edwards that was used to process sales orders, generate financial statements, and facilitated business planning through the sharing of real time business information.

General Manager (Shareholder)**1993-1999**

Reported to the CEO with responsibility for operations, sales, and information systems.

- Negotiated manufacturing supplies agreements with Chung, Kim Electronics, and Jung Electronics to manufacture the company's integrated circuit products.
- Successfully implement continuous cost reduction program with each manufacturing supplier and devised and implemented the pricing strategy for all product lines for sales directly to OEMs and through distribution channels. These initiatives resulted in increasing gross margins of 52%, 62%, 69%, and 70% from 1996 through 1999 respectively.
- Boost sales by 1600% from \$600,000 in 1993 to over \$10,000,000 in 1999. Increased sales and gross margins resulted in company reporting profits in 1993, 1994, 1998, and 1999.
- Negotiated a third party logistics supply agreement to outsource the bulk purchasing of the company's integrated circuit products as well as the inventorying, handling, repacking, and shipping of the products as per customer orders. As a result of this agreement the company was able to free up more than \$1.5M in cash that was no longer tied up in inventory. This agreement also allowed the company to support significantly higher volumes without incurring additional personnel or fixed cost.
- Managed the completed overhaul and updating of the company's entire information systems structure to support future growth and information sharing requirements.

Equity Partner and Member (Board of Directors)**1987-1997**

One of four founding partners of the company. Complete profit and loss responsibility for the Pc/La logic analyzer product family

- Instrumental in the launch of the Pc/LA into the marketplace including writing the graphical user interface, diagnostic and test software, writing the user manual, and spearheading the development and preparation of promotional materials.

Software Group Leader**1986-1987****Senior Software Designer****1984-1986****EDUCATION AND PROFESSIONAL DEVELOPMENT****Internal Executive MBA**, School of Management**2003****Project Management Course**, State University**2000****Bachelor of Science (Computer Science)**, State University**1980****Member**, Department of Computer Science Industry Advisory Board, State University**Secretary and Member of the Board Direction**, State University Alumni Association**2002 Arbor Award** recipient for volunteer service, State University