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CAREER OBJECTIVE

An executive/senior leadership position responsible for business development at a high-tech company where its technology, infrastructure, IP, and brand are leveraged to create *exciting* new opportunities.

EXECUTIVE PROFILE

A highly seasoned, and creative executive with over two decades in a variety of senior roles in high-tech, mobilizing technology to create new and highly *lucrative* business opportunities. Of this experience,

- Most recent eight years as a VP, Biz Dev at TDK's subsidiary, SAE Magnetics (\$2.9B/Yr), responsible for *transforming* its traditional, commodity storage components business into new subsystems and in ODM space with new, exciting, and *highly* profitable lines.
- Eight years in senior roles, including engineering management at both, a large established company as well as a start-up in high-tech spearheading new architectures and applications in large data storage space. In addition to technology breakthroughs, spearheaded new initiatives to build brand, image, and create superior competitive edge in both products and business models.
- Previous twelve years developing creative IP and developing new high-tech products to lead the markets. Honed how to manage customer expectations and how to exceed them through relations.
- Twenty years of geo distributed experience (China, Taiwan, Japan, Thailand, USA, EMEA) bringing technically complex products into high volume production in lower cost regions flawlessly and quickly through exceptional communications and bridge building.

UNIQUE SKILLS

- **Understand Technology:** An innate understanding of diverse technologies and how their interplay creates opportunities through products, applications and integration. Innovate quickly.
- **Customer Service:** Stride to understand the customer's needs better than the customer themselves. Excellent listener who distills customer's complex needs into simple solutions.
- **Build Alliances:** Working with a variety of constituencies, develop frictionless alliances/partnerships to rapidly extend business footprint and to develop new value *across* the chain.
- **Eliminate Roadblocks:** Anticipate roadblocks and identify best strategies to obviate them. Proactively build relationships so that they become enablers. Communicate with "straight talk."
- **Deliver Results:** Prepare detailed plans and involve stakeholders early in planning. Organize scarce resources and empower teams to allow calculated risk taking. Inspire to produce outcomes.

PROFESSIONAL EXPERIENCE

SAE Magnetics/TKD, Milpitas, CA (VP Biz Dev/Engineering Director)

1998–2007

TKD (\$7B/Yr) is a technology material provider and the parent of SAE, data storage component supplier.

- Despite its MEMS & nanotech recording head capability, the unit was unable to parlay that into new and high-margin business. Discovered that SAE needed new ways to develop novel applications in uncharted areas needing new knowledge. Quickly surveyed market and espied key new areas. Also, identified new strategic customer base that could move *quickly*. Within a year developed unique IP (patents) and created new technology alliances (JDAs), forging a \$100M-plus opportunity.
- To penetrate the higher-margin ODM space, SAE/TKD needed to offer subsystem modules to OEMs in the RF module space for communication applications (UWB for wireless USB applications). However, lack of semiconductor or software capability hampered efforts to be a credible ODM. Teaming with a major chip maker bootstrapped a demonstration to a major disk drive OEM at CES 2007. Also, created a technology roadmap teaming with a software and a battery vendor. The disk

maker was persuaded to consider this option for future offerings in its product, putting SAE/TDK on the ODM map, a first. This created a potential for \$60M/Year.

- SAE introduced its new industrial laser diode sub mount assembly for growth. This was a high margin low volume product, in contrast, needing responses to spot requests. Because this was a major shift in how business needed to be conducted, the new offering was hamstrung by SAE's traditional response cycle, which took even months, not the 24 hours required competitively. Spearheaded an effort to streamline entire process by creating 12 product categories and making decision process easy to quote. With consensus, quotes were provided in 24 hours, capturing over \$2M in new business.
- SAE has extensive manufacturing capacity, but it lacked a way to market it as contract manufacturer. Spearheaded a new effort to generate a fresh revenue stream. Identified who needed to manufacture assemblies with SAE's capabilities and convinced a major photonics company to sign-up, taking business away from an established competitor. Mitigated new investments by getting key capital equipment on customer loan and won \$50M (100%) in first year alone.
- SAE introduced a new product made by its principal, TDK, to customers to expand footprint. Mainstreaming this product entailed on-boarding its Supplier Quality Engineers (SQE) and non-technical staff. Appropriate level of technical communication was critical to make this work. Anticipating a potential barrier, decided to train a more approachable technician. This resulted in all SQEs and other staff quickly coming on board, mainstreaming a complex product within just months.
- A new and promising technology product line supplied to a potentially lucrative account was hampered by a pricing model based on traditional product lines. Customer, a top-tier storage OEM, was unable to appreciate product's value because of its own pricing. Working with executives, established a new pricing model based on *their* cost-recovery model. Within six months product line became profitable with 40-plus% market share, achieving \$45M revenues with unprecedented profits.

Avatar Systems, San Jose, CA (Engineering Director/Manager) 1997-1998

Avatar was a start-up in data storage space with a unique small form-factor *removable* drives.

- High component count made Avatar's 2.5" disk drive unviable. Upon on boarding, rather than whittling away costs, proposed a new radical design (3"), counter to prevailing trends, and quickly got it approved. Hired creative engineers despite talent crunch and launched a new team mission to deliver the design within just six months, with 50% lower BOM, creating a viable product.

Quantum Corp. Milpitas, CA (Engineering Manager/ Sr. Staff Engineer) 1993-1997

Quantum was a leading (\$4B/Yr) disk-drive maker, later acquired by Maxtor then Seagate.

- Quantum needed a presence on the local university campuses to recruit fresh engineering graduates. However, fast-pace and fierce competition made it nearly impossible to on board green talent. Developed a unique screening test to weed out potentially sub-par candidates, and, with rigorous interviews, hired new graduates. Their low cost, value, and high energy was a boon to Quantum.
- A major product release was hampered by inability to achieve the threshold production yield required by the contract manufacturer. The root-cause interfaced between two different functional areas, which resulted in recrimination. Led a team to visit the vendor and with hands-on analysis established the root cause. Collaboratively developed a solution and implemented it on the spot, prompting the long-awaited production launch, which set records for quality, units shipped, and gross margins.

Toshiba America, Maxoptix, Priam Corp, Laserdrive Ltd. (Staff positions) Prior-1993

EDUCATION

MSME, Stanford University, Stanford, CA (Smart Product Design, Microprocessor Controlled Products)

BSME, University of Washington, graduated Magna Cum Laude.

Patents: 6 issued, 3 pending.