

Steve Brightman

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Strategic Marketing & New Business Development Executive

Extensive experience in strategic marketing, new business development, market communications, applications, and product engineering. Broad technical experience within the semiconductor industry. Demonstrated success in achieving strong, sustainable and profitable revenue growth. Utilize the following key attributes to maximize effectiveness and business success:

- **Perspective**
- **Flexibility**
- **Innovation**
- **Vision**
- **Creativity**
- **Measurement**
- **Integrity**
- **Enthusiasm**

SIGNATURE SKILLS

Strategic Marketing

- **Product Definition.** Work with customers to understand future system requirements, work with engineering to understand present and next generation technical capabilities, marry capabilities to customer's requirements. Develop New Product Business Plans and Product Roadmaps.
- **Strategic Planning.** Analyze available markets, customer trends and competition. Develop strategies to maximize revenue growth and market share. Create business plans, including benchmarks for revenue growth and profitability.
- **Alliances.** Build alliances with key customers and industry partners.

Marketing Communications

- **Training.** Develop and present training materials for both sales representatives and customers.
- **Media.** Combine media ranging from traditional print to web-based. Product demonstrations, mail list management, targeted e-mail to internal and rented mail lists, website sponsorships. Close the loop on all communications with a means to quantify response rates etc. Establish communications with key editors. Contribute articles and white papers.
- **Trade Shows.** Maintain a presence at relevant trade shows with the emphasis on building contacts with potential customers and briefing editors & analysts.

Applications Support

- **Design Win.** Define and develop applications notes, software tools and development hardware to simplify / accelerate customer design-in activities.
- **Support Tools.** Define hardware and software interface for demonstration/evaluation development tools

Management Experience

- **Applications.** Manage teams of applications engineers.
- **Marcom.** Manage teams of in-house marcom personnel and outside agencies.
- **Business Managers.** Manage teams of business managers, product definers and inside sales personnel.
- **Design.** Manage a remote design center including design and layout personnel.

Product Experience

- Digital FIR filters, ARM7 Microcontrollers, NVRAM, Digital Potentiometers, Delay Lines, CPU Supervisors / Resets, HCMOS Logic and LSI, Telecom (Codecs, Filters, SLIC, TI/E1), Op Amps & Comparators, RF/IF Amplifiers and Demodulators, Custom Mixed-Signal and ASIC, Data Converters (A/D & D/A), Display Drivers, Line Drivers & Receivers, DSP Peripherals, Consumer Mixed-Signal (IR remote, PLL, TV sync, IF demodulators etc).

Markets Served

- Industrial Monitoring & Control, Medical Patient Monitoring, RFID and Monitoring, Consumer (Audio, TV, STB), Automotive, Fiber Optic Transceivers, RAID storage, Optical SAN, PON, Computers, Peripherals, Networking, Telecom CO and Switching.

Technical Publications (see <http://www.stevebrightman.com>)

- Product Datasheets
- Application Notes
- Contributed Articles
- Co-author "Monolithic oscillator utilizing frequency-locked loop feedback network" – US Patent 5982241

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Employment History

QUICKFILTER TECHNOLOGIES, Dallas, TX • 2005 — 2007

Director of Marketing

Devised and implemented a “go-to-market” strategy for a startup with a unique family of digital filtering solutions.

- Created product roadmap and defined the next generation products.
- Developed strategic partnerships with other vendors and key customers.
- Assisted in implementing worldwide sales channels.

RIVLAN, INC., Little Elm, TX • 2004 — 2005

VP of Marketing and Business Development

Performed market analysis for a new venture developing a single-chip, fully-integrated universal TV-tuner.

- Solicit funding from Venture Capitalists
- Product definition

AEROFLEX, Colorado Springs, CO • 2002 — 2004

Marketing Manager - Mixed-Signal Products

Charged with Aeroflex’ entry into the Commercial Mixed-Signal standard product market.

- Developed a business plan including investment requirements, staffing, time to money etc.
- Introduced the first product, an ARM7 MCU.
- Conducted market research and identified several potential new markets.

DALLAS SEMICONDUCTOR, Dallas, TX • 1993 — 2002

Marketing Manager - Mixed-Signal Products

Held P & L responsibility for several product lines including non-volatile memory modules, digital potentiometers, delay lines, and CPU supervisors, with annual revenues in excess of \$100M.

TEXAS INSTRUMENTS • 1976 — 1993

Strategic Marketing Manager (Dallas, TX, 1989 - 1993)

Developed global strategies for the Mixed-Signal Division. Included creation of a methodology for combining individual product strategies into a cohesive multi-year investment plan consistent with corporate wide strategies.

New Business Development Manager (Dallas, TX, 1986 - 1988)

Developed marketing strategies for Linear and Interface products.

Applications Manager (Dallas, TX, 1983 - 1986)

Provided applications support for CMOS Logic (74HC) and CMOS LSI product families.

Product Marketing Engineer (Sherman, TX, 1979 - 1982)

Defined and promoted catalog and custom ICs for the Advanced Circuits Department for major customers including Delco Electronics and Motorola.

Product Engineer (Bedford, England, 1976 - 1979)

Responsible for test program development, new design troubleshooting, yield improvement and solving customers’ technical issues.

Education

BS, Physics (with honors), Imperial College, University of London, London, England • 1976