

sramv12@gmail.com

**SURESH RAM**

(408) 644-6551

linkedin.com/in/sureshramproductmarketing/

**S U M M A R Y**

Results-driven **MARKETING EXECUTIVE AND GENERAL MANAGER** with global experience in semiconductor, medical devices, information technology and automation industries. Proven leader with extensive experience in product line operations including P&L management, marketing, strategy and alliances. Reputation for forming cross-functional teams to develop industry first products, growing revenues, and in bringing new businesses to profitability.

- Penetrating adjacent and emerging markets
- Business development and partnerships
- Customer and value chain alliances
- Strategic marketing leadership
- Collaboration with internal and external stakeholders
- Technology and product roadmaps

**EXPERIENCE****FLUKE (DANAHER)** Santa Cruz, California**SR. DIRECTOR GLOBAL MARKETING, AUTOMATION (RAYTEK, IRCON, DATAPAQ BRANDS) ..... 2013 – 2014**

Led product management, marketing communications and life cycle management for Raytek and Ircon infrared sensors and Datapaq contact thermal profiling systems. Managed global organization of product managers, field support engineers, and marketing communications specialists located across the US, Berlin, UK and China.

- Led teams to define infrared sensors, thermal imagers and data loggers to build on core markets while extending reach into adjacent glass, food, powder coatings, petrochemicals, and secondary metals markets.
- Developed a product life cycle management process that resulted in a roadmap comprising growth and sustaining products, systems and software with aligned resources and a methodology for end-of-life transition.
- Established a commercial readiness process that was utilized in successfully launching new products.
- Developed a voice of customer (VOC) playbook with research methodologies and action plans to support the strategy and build diligence on business cases.
- Implemented digital marketing initiatives for leads and opportunities pipeline creation, leads-to-wins closed loop process, and a training methodology that resulted in 5x improvement on feet on the street trained.
- Working with the vice president of engineering achieved 50% improvement in new product introduction milestones and revitalized product funnel through innovation programs to generate new ideas.

**AT LABS (MATRIXVIEW, HD MEDICAL GROUP)** Sunnyvale, California**SR. VICE PRESIDENT, BUSINESS DEVELOPMENT .....2012**

- Penetrated the healthcare imaging diagnostics sector with Matrixview's lossless image compression technology delivering an algorithm and data management package to Abbott Hematology and Emperor, China while engaging GE Healthcare, Toshiba, Aloka, Esaote and Chang Gung Hospitals across US, Europe and Asia.
- Investigated growth opportunities for HD MEDICAL GROUP with 3M, Philips, Welch Allyn for medical devices used in screening and early detection of cardiac conditions.

**NATIONAL SEMICONDUCTOR,** Santa Clara, California**GENERAL MANAGER, MEDICAL MARKET SEGMENT .....2007-2011**

Developed a strategy for ultrasound imaging, formed a team, built it to a 25-member organization comprising chip design, layout, software, marketing, business development, MEMs design, FPGA, algorithms and system applications.

- Formed a global team for market analysis and gap analysis across MRI, PET/CT, Ultrasound and X-Ray segments that led to the strategy to enable high-performance portable ultrasound systems. Acquired approval by chief executive officer to fund organization.
- Collaborated with multiple product lines in a matrix environment, extending to research laboratories headed by chief technical officer to develop breakthrough receive and transmit chipsets to improve image quality. Reusing existing products with IP critical to low noise, configurable hardware to power entire system was developed.
- Increased addressable bill of materials content to over \$1100 through a 128-channel reference design developed by system applications team comprising ultrasound system engineers, FPGA and software engineers.
- Set up a team of five software engineers in China to develop image processing suites to enable customers to migrate from black and white systems to color systems and available for in-house customer support.
- Negotiated a license agreement with Stanford for use of transducer technology to collaborate with senior vice president of process technology and to internally develop transducers for volume and intravascular imaging.
- Established MOUs with Innovation Medical, China, Telemed, Lithuania to provide turnkey solutions including hardware, software and systems with company's products.
- Contributed to \$15M in product revenue and targeted to deliver \$176M over five-year horizon through partnerships, and \$74M through customer design wins from FY 2012 to FY 2016.
- Engaged with Siemens Healthcare involving company's executive team and technology leaders to form alliance to develop sub-system solutions for volume imaging. Formed relationship with vice president at Siemens to formulate product development plan combining Siemens and company's IP.
- Engaged primarily in negotiations representing company on financial models of partnership, terms and revenue opportunities to secure first comprehensive supplier agreement with Siemens. Enabled company to see \$9M revenue increase within first year of contract.

**SENIOR MARKETING MANAGER, DATA CONVERSION ..... 2005–2007**

Executed on the high-speed signal path strategy that resulted in 26 new product introductions, including analog front ends (AFE), low noise amplifiers (LNA), variable gain amplifiers (VGA), analog-to-digital converters (ADC), digital-to-analog converters and digital down converters (DDC). Oversaw three direct reports.

- Through low-power high-bandwidth high-IF sampling ADCs, LNAs, DVGAs and DDCs enabled company to win on cellular base stations at OEMs Motorola, Nokia, Lucent, Siemens, Alcatel and Ericsson.
- Served in lead role in acquisition of Xignal, Germany. Engaged with corporate development to build business case and valuation. Upon acquisition, integrated acquired technology to drive product innovation.
- Engaged press across USA, Europe, Asia and Japan to announce acquisition and first product derived from acquired technology. Won awards in product of year category and green technology categories.
- Supported GE Healthcare through cross functional, cross company teams in Norway, China, USA and Germany in developing GE's first hand-held ultrasound prototype, Vscan, with National Semiconductor's products.
- Defined products for automotive applications at Hella and Delphi, and directed product development team to qualify products per automotive reliability requirements for a long-term revenue pipeline.
- Grew revenue from \$56M to \$111M with base station chip sets, copier AFEs, GHz ADCs and a portfolio of industry's highest bandwidth ADCs in communications and test and measurement (T&M) applications.

**OPTICHRON, Fremont, California**

**DIRECTOR OF MARKETING ..... 2003–2005**

Led marketing and business development engaging company's nonlinear signal processing technology in wireless communications, T&M and defense market segments. Recruited marcom firm to develop branding, coordinate analyst relations and external communications and announce products. Launched the company from stealth mode.

- Influenced change in strategy to focus on linearization solutions instead of digitally assisted analog products.
- Leveraged technology for power amplifier linearization and engaged with Powerwave, Andrew, and Motorola with customized algorithms.

**NATIONAL SEMICONDUCTOR, Santa Clara, California**

**STAFF MARKETING MANAGER, DATA CONVERSION ..... 2001–2003**

Developed and executed strategy to penetrate Wireless Communications, Consumer, Industrial, Medical Imaging, Patient Monitoring, and Portable Medical Diagnostics segments through direct sales and distribution channels.

- Grew revenue from \$11M in financial year 2001 to \$19M in financial year 2003. Generated \$7 million in revenue through design wins in cellular base stations at Ericsson, Motorola, Siemens and Alcatel.
- Incorporating VOC, defined product jointly with low voltage differential signal (LVDS) business unit and GE Healthcare to develop industry's first 4-channel high speed ADC with serial LVDS outputs for medical imaging.
- Supported Panasonic with product for flat screen TV winning the approval of vice president to accelerate development to meet customer schedule resulting in over \$2M in revenue during first year of production.
- Identified market need for GHz converters, worked closely with design team in Germany to develop strategy around 8-bit product family, leading to the creation of high profit-margin products.
- Jointly created business case with regional marketing manager, Japan for development of front end in consumer multifunction peripheral market. Defined product roadmap with Ricoh, Mitsubishi, Fuji Xerox and Canon.

**ADDITIONAL RELEVANT EXPERIENCE**

**PRINCIPAL MARKETING ENGINEER, ADVANCED I/O, NATIONAL SEMICONDUCTOR, Santa Clara, California**

Held responsibility for strategic and tactical marketing of Server and Desktop products for business unit headquartered in Tel Aviv, Israel.

- Defended #1 position in the desktop I/O market through wins at Intel, Cisco, HP, Dell, IBM, Compaq, Fujitsu-Siemens, Acer, Arima, ASUSTeK, Gigabyte and NEC.
- Formed alliance with Intel's chip set group to jointly architect South Bridge server peripheral protocols.
- Engaged with Intel's partner ServerWorks to get company product designed into their platform and with Intel to get product designed into its multi-processor board, capturing over 80% market share of server market.
- Extended focus to voting machines, ATMs and point-of-sale terminals to accelerate revenue growth. Penetrated Latin America by engaging with Unisys, Protec and Itau group in Brazil to grow revenue with existing products.
- Grew revenue from \$69M to \$91M by extending target segment focus from Desktops to Servers, Banking Infrastructure, Point of Sale Terminals and Voting Machines.

**SECTION HEAD, WORLDWIDE QUALITY, NATIONAL SEMICONDUCTOR, Santa Clara, California**

**FAILURE ANALYSIS ENGINEER, WORLDWIDE QUALITY, NATIONAL SEMICONDUCTOR, Santa Clara, California**

**E D U C A T I O N**

**SANTA CLARA UNIVERSITY, Santa Clara, California, M.B.A., General Management**

**CLEMSON UNIVERSITY, Clemson, South Carolina, M.S., Electrical Engineering, Microelectronics**

**UNIVERSITY OF MADRAS, Chennai, Tamil Nadu, India, B.E., Electronics and Communication Engineering**