

## MAURICIO PERES

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### BUSINESS DEVELOPMENT & PRODUCT MARKETING Semiconductors and Embedded Systems

#### CAREER OBJECTIVE AND PROFESSIONAL SUMMARY

I am an experienced Business Development, Strategic and Product Marketing professional with extensive international business expertise. I plan to apply my expertise in semiconductor and embedded systems product line or corporate development, with focus on domestic and international business alliances, partnerships and technology ecosystem build for total solution strategies. I am open to relocate within the US.

Multi-faceted director with outstanding market analytical skills and a history of success in technical marketing, complete life cycle product management and domestic/international business development. Extensive experience in competitive analysis and determination of product strategy value proposition demonstrated during multiple organic product launches, 3rd party technology licensing and merger/acquisition transactions. Adept at directing a diverse workforce and achieving successful outcomes working across multiple functions within the organization. In addition, I was part of corporate business development team achieving \$275M worth of acquisitions, startup investment and product asset sales. General areas of expertise include:

- New product definition
- Strategic vision/innovation
- Market requirement cycle
- Total solutions strategy
- Global markets strategy
- Team development and leadership
- Total solution ecosystem creation
- Market Research
- Customer relationship management
- Licensing/technology partnerships
- Sales & Distribution channel strategy

Excellent interpersonal, presentation, verbal and written communication skills. Ability to handle technical sales and multiple diverse projects simultaneously. Partial list of accomplishments during my career include:

- Recruited, and managed a team of professionals, including product management and system architects.
- Negotiated intellectual property licenses from global technology partners. Assisted in the funding of two startup companies. Launched products incorporating licensed IP blocks with cumulative revenues surpassing \$200 Million.
- Launched over 5 new products in two years: coordinated advertising and product public press, conducted field sales training and customer presentations.
- Helped define and initiate development of over 10 new future products.
- Grew each product line customer base by 5 times with innovative product launches.
- Achieved innovation with industry launch of short range wireless semiconductors and embedded reference designs targeted at ultra low power communication for internet of things (IOT) and Machine to Machine (M2M) applications, including Wireless Sensor Networks (WSN) solutions.
- Achieved innovation with launch of Active Optical Cables (AOC) targeted at 20G/40G/100G Infiniband and Ethernet server interconnect in data centers. Launched high speed optical engine subassemblies for use in 20G/40G pluggable optical modules and cables.
- Innovation in VoIP. Led the industry creation of Constant Bit Rate (CBR) to packet conversion semiconductors (ATM, Ethernet, Circuit Emulation Services).

#### TECHNICAL SUMMARY

- Short range optical connectivity and protocols: SFP, QSFP (20G and 40G), POP-4 and SNAP12 (100G) pluggable optical modules. Active Optical Cables for Ethernet and Infiniband. Physical Medium Dependent (PMD) IC for optical modules including VCSEL drivers and Trans-impedance amplifiers. SERDES for Server I/O cards (5G and 10G/ch).
- Wireless Sensor Networks (WSN) and low power short range wireless connectivity: Wireless sensors based on Energy Harvesting, Bluetooth Low Energy, Zigbee, IEEE802.15.4, Z-Wave, Low Power WiFi, ANT, 6LoWPAN.
- Smart Grid: Ethernet, Wireless networking for grid distribution automation.
- Packet timing: CESoP, IEEE1588
- Tools: SAP, IBM Cognos Powerplay Cube, CRM, Lotus Notes, Salesforce Cloud, Microsoft Office and MAC O/S