Mark Roberts, B.Sc.EE

mdroberts1243@gmail.com
Cell: 613-797-3982
Home: 613-271-1243
http://ca.linkedin.com/in/mdroberts/

Mark is an accomplished **Product Marketing/Management Engineer**, **Marketing Executive**, **Technical Marketing Manager**, and **Hardware/Software Applications Engineer**. Mark has been very much a 'hands-on' contributor to the teams he has managed and gets a lot of job satisfaction from product definition, positioning, marketing, and direct customer engagement. Mark's skills are best utilized in a small team environment with the need for flexibility and multitasking.

Beginning as an **Electronics Design Engineer** and **Firmware Programmer** (Norpak, Mitel, Orcatech), Mark shifted his focus to Semiconductor Applications Engineering in 1984, and then later gravitated towards Marketing and Product Management for high technology companies...

- Mark was most recently **Product Manager for Video Streaming Servers** at Espial Group. Espial's MediaBase servers provided a high-performance streaming solution for multi-screen IPTV deployments. It was a carrier grade solution running on COTS hardware with a standard Linux OS. Prior to Espial,

- Mark was **Director of Marketing** at Semiconductor Insights / UBM TechInsights, a division of United Business Media (LSE:UBM), that focuses on technical services, including product teardowns and semiconductor reverse engineering, for Intellectual Property rights management. In the first four months Mark and a small team were able to successfully re-brand UBM TechInsights, the result of a merger of Semiconductor Insights, Sanguine Microelectronics and Portelligent Inc. Results included a new marketing storyboard for the combined entity, followed by a revamped website on a new domain, an awareness campaign of press releases, events, articles and white papers and numerous mailer campaigns for bolstering revenue. Before UBM,

- Mark was **Director of Product Management** for QNX Software Systems, then a division of Harmon International (NYSE:HAR), now part of Blackberry (NASDAQ:RIMM). QNX's Unix-like POSIX RTOS, development tools and middleware products were very popular in automotive infotainment and extreme industrial control applications where real-time response and reliability are paramount. Mark built and ran the product management/marketing group, but was also instrumental in working with the quality manager to establish QNX's first product lifecycle management program. QNX sustained >15% YoY growth during the three years Mark was there.

- As **VP of Marketing** for IceFyre Semiconductor, a startup focused on 5GHz WLAN for multi-media streaming, Mark successfully created the business case for multiple VC funding rounds, nurtured Japanese lead customers in the consumer electronics space, sustained editor/analyst interest and developed product definition and positioning.

- At MOSAID Technologies (TSX:MSD), first as the **Director of Applications Engineering** and then the **VP of Marketing** for the Semiconductor Division, Mark focused on synthesizing a standard-product strategy from core competencies and market research, followed by detailed product definition and lead customer development / management. Efforts resulted in millions of dollars commitment from customers & partners, pre-silicon.

- Mark had a long (14 year) and successful tenure with National Semiconductor (NYSE:NSM). He began as a dedicated **FAE** for Nortel, moving to a **Regional Applications Manager** for the Networking Division in Japan and culminating in the **Sr. Engineering Manager** for Hardware and Software Applications Engineering in the Embedded Processor (x86 SoC) Group in California. Mark was credited with several multi-million dollar design wins in ISDN (Nortel), FDDI (Sumitomo), Ethernet (NEC) and embedded processors (Cisco).

- ~4 years of electronic design and programming experience with Ottawa area companies, specialized in Graphics and Telecommunications.

Mark is a graduate of the University of Waterloo, where he earned a B.Sc.EE with Computer Engineering option and became a certified Professional Engineer in Ontario. As an avid electronics hobbyist he stays in tune with industry developments and trends. His personal interests include guitar effects & tube amplifier design and large-format photography.