

Richard Terrill

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VP Marketing – VP Strategy – Executive Management – General Management

I am pursuing the CEO, business VP (marketing or strategy) or Marketing Management position in a technology firm that requires proven execution history across a wide range of disciplines and markets. I am an experienced and dynamic executive with cross-disciplinary skills and accomplishments in these focus areas:

Executive Management
New Technology Adoption
Demand Creation/BD

Team Building & Leadership
Analyst & Editor Relations
Consumer/High-Volume Markets

International Business
Strategy & Planning
Alliances & Partnerships

For more than 20 years I have participated in many of the biggest changes in the technology industry, and been in a leadership role through the most exciting as well as the most challenging economic situations. Starting as an engineer in my first job, I have progressed through Director to Vice President positions. I have lead teams at established industry leaders as well as in new technology startup ventures. I have built business across most geographies and managed the introduction of a wide range of new technologies including semiconductor, EDA, eCommerce, social networking and embedded systems. My university education (BS Physics - Rensselaer Polytechnic Institute) has provided me with the strong foundation of knowledge required to build and manage technology firms.

Representative Achievements in Key Areas

Building Business

- ❑ **(XMOS)** – Added 900+ leads to the CRM system in just 12 months, and converted approximately 30% to contacts with revenue potential. Average acquisition cost per lead was <\$40.
- ❑ **(Velogix)** – In four months led a two-person sales team to 30+ active customer engagements, ~100 sales leads and multiple POs and LOIs for options on our product when it was released.
- ❑ **(Xilinx)** – Developed and managed the Spartan-3 restart campaign that grew family revenue to 21% of company revenue, and >90% market share. Worked with sales to close a series of multi-million\$ deals.
- ❑ **(Kana)** – Product Manager for an OEM Product for Nortel Networks. Handoff was two weeks ahead of the original 4-month schedule, and permitted our customer to win multiple million-\$ infrastructure contracts.

Building Brands

- ❑ **(XMOS)** – Drove “Software Defined Silicon” into a globally recognized product category and defined XMOS as the leader - in effect a surrogate brand with room for other vendors to participate.
- ❑ **(Cadence)** – Managed strategic marketing on Cadence’ first Internet foray. The resulting plan was used to launch SpinCircuit, a joint venture of Hewlett-Packard, Cadence Design Systems, Avnet and Flextronics.
- ❑ **(matchmaker.com)** – Co-founded the first Internet-based dating service. Developed early best-practices with online business, privacy concerns, and growing a business from a standing start. The firm was sold to Lycos in 2000.

Building Relationships

- ❑ **(XMOS, Altera)** – I built worldwide “trusted advisor” relationships with key editors and analysts - as evidenced by multiple global briefings for product launches and introductions.
- ❑ **(Lightspeed)** – Created a novel sales channel: Venture Investors. I created the “ASIC in a Box” program – a complete solution for startups that required access to DSM silicon with minimal initial cash outlay.
- ❑ **(Altera)** – Conceived, defined and launched the Altera MegaFunction Partners Program (AMPP) – an alliance between Altera and Silicon intellectual property vendors. Grew it from 0 to 23 participants in two years.

Chronological Career Summary

- ❑ **XMOS Semiconductor** – VP/Marketing, 2007-2009
- ❑ **Velogix** – VP/Marketing, 2006-2007
- ❑ **Xilinx** – Senior Manager of High Volume Products, 2003-2006
- ❑ **Lightspeed Semiconductor** – VP/Strategic Marketing & Business Development, 2001-2003
- ❑ **Early Career** – Kana (Marketing Director); Cadence Design Systems (Director); Altera (Marketing Manager and Applications Engineer); National Semiconductor (Product Engineer)