

TEE LIM

Launched first digitally tunable capacitors DUNE™ into the market



Supported Tier 1 3G/4G LTE infrastructure customers including Ericsson and Huawei.

"I have had the pleasure to work with Tee for two years and find him to be the consummate professional. He understands the balance between interpreting the customers' requirements and managing the engineering challenges required to design the device. Tee understands the strategic marketing life cycle of a product and the importance it places on getting the product in the hands of customers in a timely fashion. Tee has demonstrated his unique ability to present to RF engineers the technological advantages of his products and why these devices are superior."

- Mark Perhacs
Sales Manager
Peregrine Semiconductors

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SUMMARY

Senior Manager bringing highly competitive products to market and delivering Multimillion-dollar, sustainable growth while improving profit margins:

- Launched over 30 products including high power RF switches, mixers, digital step attenuators and digitally tunable capacitors into diversified mobile communications markets.
- Doubled revenue from \$23M to \$46M despite downturn in semiconductor industry.
- Grew revenue by 260% at global accounts such as Motorola, Ericsson, Agilent and Qualcomm.
- Won \$2M business with BMW by launching first AEC-Q100 Grade 2 RF switch in the industry.
- Maintained 60% margin for product line despite fierce pricing pressure from competitors.
- Achieved \$40M revenue by developing turnkey solutions with industry partners.
- Generated \$130 premium per system with AMD best-in-class CPU, chipset and GPU solutions.
- Achieved 16% share of US PC sales by tripling strategic partnerships for AMD Live! platform.

CAREER DRIVER

Inspire and lead a marketing team to develop highly differentiated products, which solve tough system problems, generate customer demand and deliver superior value and revenue growth.

SPECIAL SKILLS

My marketing and management experience has honed the following skills:

- **Execution** – Prioritizing strategic and tactical initiatives and consistently meeting deadlines and delivering high quality work.
- **Creation** – Business plans, financial analysis, competitive strategies, product requirements documentation (PRD), press releases and marketing collateral.
- **Collaboration** – Establishing excellent relationships with cross-functional teams to develop creative solutions to tough problems.
- **Focus** – efforts always stay targeted on demand creation and revenue growth.
- **Leadership** – leading cross-functional teams to create industry leading products and hiring people with the highest potential and motivating them to success.
- **Strategic Marketing** – creating best in class products through market research and global customer engagement.
- **Communication** – effective in presenting value proposition of products to executives, partners and customers.
- **Technical Competencies** - Knowledgeable in RF semiconductor ICs, microwave communications systems, broadcast technology, consumer electronics and mobile computing and PC architectures.

EMPLOYMENT HISTORY

Product Line Manager – Peregrine Semiconductor, San Diego, CA (2010-2013)

Strategic Alliance Manager – AMD, San Diego, CA (2006-2008)

Marketing Manager – Micronas Semiconductor, San Diego, CA (2005-2006)

Conexant Systems, San Diego (1995-2009)

- **Sr. Product Line Manager** (2008-2009)
- **Manager, Product Applications Engineering** (2001-2005)
- **Sr. Product Applications Engineer** (1995-2001)

EDUCATION

Master of Business Administration
University of San Diego, San Diego, CA

Bachelor of Science In Electrical Engineering
University of Texas at Austin, Austin, TX