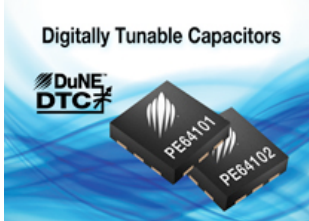


TEE LIM

Launched first digitally tunable capacitors DUNE™ into the market.



"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

"Tee worked directly for me for 6+ years. He was responsible for driving leading edge TVS products into the Consumer Applications market. In this role, he defined product roadmaps, set pricing, launched new products and drove the Sales Organization to design in key products with top tier customers. Tee grew revenue significantly while maintaining good margins in a very challenging market. Tee took great pride and ownership in every aspect of his job. Tee was able to combine his fluency in Mandarin, his business acumen, his technical skills and his personal drive to grow the business in our organization. I would highly recommend Tee for a high tech marketing position."

-Rick Hansen,
Senior Director, Semtech

SUMMARY

Product Marketing Director bringing highly competitive semiconductor products to market and delivering sustainable revenue growth while improving profit margins:

- Headed global marketing, roadmap planning and account development activities for \$120M+ consumer business resulting in significant growth at strategic accounts.
- Launched over 30 products including high power RF switches, mixers, digital step attenuators and digitally tunable capacitors into diversified markets.
- Developed strong customer relationships and achieved CAGR of 30%, doubling revenues from \$23 million to \$46 million from 2010-2012.
- Enhanced pricing strategies to consistently maintain margins exceeding 60%.
- Expanded AMD strategic partnerships from 4 to more than 14 partners.
- Built a Product Application team to support revenues exceeding \$90 million.
- Launched first dual channel ATSC hybrid PCI Express solution into the market.
- Designed an innovative Digital Video Recorder (DVR) Windows application.

CAREER DRIVER

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

SPECIAL SKILLS

My marketing and management experience has honed the following skills:

- Execution – Consistently meeting deadlines and delivering high quality work.
- Creation – Competitive analysis, market requirements documentation (MRD), product requirements documentation (PRD), product presentations, blogs, press releases and marketing collateral.
- Collaboration – Establishing excellent relationships with sales team and improving rapport with channel partners and customers.
- Focus – efforts always stay targeted on demand creation and revenue growth.
- Leadership – hiring people with the highest potential and motivating them to success.
- Strategic Marketing – creating best in class products through market research and customer engagement.
- Communication – effective in presenting value proposition of products to customers.
- Administered – SFA (Sales Force Automation) systems, SAP Analytics, Opportunity tracking and contract negotiations.

EMPLOYMENT HISTORY

Director, Product Marketing – Semtech Corporation, San Diego, CA (2014-2022)

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

Sr. Product Line Manager – Conexant Systems, San Diego, CA (2008-2010)

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

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

Conexant Systems, San Diego (1995-2005)

- Manager, Product Applications Engineering (2001-2005)
- Sr. Product Applications Engineer (1995-2001)

EDUCATION

Master of Business Administration (Finance and E-Commerce)

University of San Diego, San Diego, CA

Bachelor of Science In Electrical Engineering

University of Texas at Austin, Austin, TX

Microsoft Certified Professional

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