

Jose A Valdes
321 Mare Lane
San Ramon, CA 94583
Mobile: 925-984-6180
josev30@gmail.com

Summary of Experience

- Electronics Industry Professional with in-depth knowledge of computers, consumer electronics, and communication products and their prospective marketplaces.
- Expertise in personal computer architecture, terrestrial/cable/satellite communications, power line networking, digital video, imaging, and mobile embedded systems.
- Outstanding knowledge of semiconductor technology, systems/device level hardware & software. Excellent understanding of RF, analog, and digital electronics.
- Well versed in business development and electronics industry eco-systems. Extensive world-wide travel with a proven track record with major accounts in the US, Canada, South America, Europe, and Asia.
- Superior verbal/written communications skills. Comfortable presenting to senior management, customers, investors, and at industry conferences.
- 15 years of "hands-on" technical management experience. 15 years of system level design experience.

Employment History

InSilica Director of Applications Engineering Aug. 2007 - Dec. 2008

Responsible for world-wide applications engineering/support of multimedia and imaging platforms. Working closely with Field Sales, retained TAK Imaging's customer base without disruption in revenue streams and secured new design wins in the US and Asia.

Oversaw the smooth transfer of IP from TAK Imaging's technical assets. Developed & executed strategy combining acquired IP with InSilica's ASIC portfolio creating a customizable class of ASSPs & CSICs. Conducted training for field sales and customers on multimedia, mobile imaging, and print imaging products. Coordinated venture capital activities and trade shows.

TAK Imaging Director of Applications Engineering Nov. 2004 – June 2007

Responsible for applications engineering, customer design-in, and technical sales of multimedia and print imaging system-on-chip ASSPs. Integral member of technical sales team securing design-wins among major printer OEMs and ODMs in Japan, Korea, Taiwan, China, and Europe.

Oversaw the generation of technical collateral including reference designs, demonstration vehicles, product documentation, and presentations. Conducted product training, solicited customer feedback, and gathered competitive intelligence for new product specifications and road maps. Coordinated trade shows and presented at industry conferences.

Oren Semiconductor Field Applications Engineer Jan. 2002 – Nov. 2004

Responsible for pre-sales and design-in support of RF terrestrial and cable channel/source decoder semiconductor products for the US and Canada.

Designed a ATSC/QAM receiver reference design that was deployed by HP for use on their Microsoft media center PC based products. Specified software APIs to enable customers to integrate their device drivers and application software to Oren's firmware. Conducted terrestrial and cable system field trials across North America.

Intellon Director of Applications/Systems Engineering Feb. 2001 – Nov. 2001

Established and directed a multi-disciplined, multi-site organization performing systems engineering & field applications for power line communications and networking products.

Participated in pre-sales activities, product evangelization, training, customer design-in support, and oversaw the Home Plug standards organization technical working group. Managed the development of USB & Ethernet PLC reference designs and other market collateral including hardware device drivers, applications notes, and documentation.

LSI Logic Various Technical & Management Positions May 1992 – Feb. 2001

As a *Field Applications Engineer* in the Consumer Products division, I was responsible for pre-sales and design-in support of system on a chip products including digital cameras, DVD Players, and terrestrial/cable/satellite digital TV platforms.

As *Product Applications Manager* in the PC Strategic business unit I managed a team of engineers investigating, specifying, and validating emerging standards for adoption into LSI's intellectual properties portfolio. As *Engineering Manager* for the Headland division, I ran a group designing mobile and graphics platforms. I successfully managed the design of a high performance graphics subsystem, a symmetrical multi-processor card, and several x86 based reference designs for desktop and portable computers.

Poqet Computers Principle Engineer Oct. 1991 – May 1992

Designed a wireless cell based communications peripheral which went into one of the first pocket sized connected computers introduced.

Epson America Senior Hardware Engineer Aug. 1989 – Oct. 1991

Lead engineer on the team that developed the successful Equity Plus Series of desktop personal computers. Designed a PCI graphics processor card.

Atari Inc. & Corp. Development Engineer Oct. 1980 – Aug. 1989

Participated in the design and evolution of three distinct home computer product lines based on 6502, 68000, and x86 microprocessor architectures.

Designed multiple FPGA/PLDs, a DIM Memory module; an EGA/VGA graphics subsystem; and a NTSC/PAL RF modulator. Developed Bell 103, 212A and CCITT V.22bis modems, created a software development platform used by ISPs to develop and debug video games software, and designed a family of game cartridges for use on home computers.