



# Jacky Yang



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## Work Experience

SEPTEMBER 2023 - PRESENT

**Director of Business Development, APAC, G-Mana (Israel), stationed in Taipei**

- Spearhead business development initiatives in the Asia-Pacific region, focusing on addressable TV & OTT SSAI monetization solutions.
- Engage and build strategic partnerships with CTV/OTT/MSO system integrators, publishers, and advertisers to deliver cutting-edge solutions for content delivery across linear/live to VOD, and for service expansion.
- Collaborate with broadcasting and streaming industry leaders to optimize ad inventory and streamline content monetization capabilities, offering seamless, relevant, and targeted advertising across various media platforms.
- Develop and maintain client relationships, identify opportunities for revenue growth and client satisfaction, and collaborate with industry stakeholders to deliver impactful results in the dynamic media ecosystem.
- Analyze market trends and competitive landscapes to inform strategic decision-making.
- Capable of navigating the complexities of the digital media ecosystem, remaining ahead of industry trends and technological advancements.

SEPTEMBER 2016 - MARCH 2022

**APAC Sales Director, TiVo Corporation (An Xperi-owned company), stationed in Taipei**

Handled the license of EPG/TV Guide, Guide Advertising, Video/Music metadata, ASR (Advanced Search & Recommendations), ACR (Auto Content Recognition), Analytics, PCD (Personalized Content Discovery), and content streaming technology/platform to CE companies, service providers, OTT, and channel partners in the region.

JANUARY 2015 - SEPTEMBER 2016

**Sales Director, Rovi Corporation (now TiVo), stationed in Shanghai**

- ◆ Responsible for licensing Macrovision's content protection technology to IC and CE companies in Greater China.
- ◆ Promoted digital content management and discovery platform (CinemaNow) to Chunghwa Telecom and Home+ Digital in Taiwan.
- ◆ Interacted with new prospects in the fields of Service Providers, OTT, and Channel Partners to market EPG/TV Guide, Video/Music metadata, ASR (Advanced Search & Recommendations), ACR (Auto Content Recognition), Analytics, and PCD (Personalized Content Discovery).
- ◆ Constructed yearly revenue budgets – sales forecasting, account planning, and pipeline management.
- ◆ Met and exceeded expectations by conducting demand planning, combined with an understanding of products, markets, and sales cycles.

Collaborated with regional teams, finance, SalesOps, and legal to perform Rovi/TiVo IP enforcement. Collected over \$30M settlement fee in the past 7 years and converted sales prospects into loyal, satisfied clients, and built a network of referrals to increase revenue.

### Key Awards:

- Received Rovi Sales Excellence Awards in 2015/16.

## OCTOBER 2004 - DECEMBER 2014

### **Regional Sales Manager**, DivX, LLC (acquired by Rovi), stationed in Taipei

- ◆ Expanded DivX video codec technology into DVD/Blu-ray, DSC, DMA, PMP, STB, Mobile phone, and other entertainment products to conduct the business of technology licensing and negotiate terms & conditions of licensing agreements
- ◆ Successfully engaged and launched the DivX Plus Streaming platform with GoLive (a subsidiary of TCL Multimedia) in China.
- ◆ Provided technical & certification support to the customer base while acting as a visionary for DivX video technologies to drive design-win results.

Worked with SalesOps and Legal to perform DivX IP enforcement. Collected over \$12M settlement fee from the infringers in the past ten years and still maintained good relations with partners.

## MAY 2000 - OCTOBER 2004

### **Account Executive**, Lucent Microelectronics/Agere Systems (US), stationed in Taipei

- ◆ Concerned with applications and sales/marketing of communication semiconductors – wLAN(802.11a/b/g), v.92 modems, Codec/SLIC, VoIP over Gateway, AP, and VoWLAN.
- ◆ Served multiple PC & Notebook customers (IBM, Toshiba, NEC, Acer/Wistron, etc.) and board manufacturers (Ambit, Askey, Liteon, Qcom, Cybertan, etc.). Responsible for all aspects of design-in activities. Played a primary role in forging relationships with key customers.
- ◆ Managed local distributors and grew Codec/SLIC & VoIP sales revenue to satisfy specific requirements of networking markets - IPGW, ISDN, POTS, and IADs.
- ◆ Analyzed market scenario (market identification, key accounts, competitive analysis, product forecast/pricing strategy, product positioning, and sales promotion or penetration).

#### **Specific Accomplishments:**

- Quickly learned and mastered nuances of modem product lines
- Awarded “Best Achievement” by the Asia Pacific board for IBM projects in July 2002.
- Co-gave an 802.11b seminar to Acer and helped the customer launch the global first Notebook computer with wireless connection capability.
- Successful 802.11a/g business engagement with Linksys and Buffalo.
- Successful VoWLAN phone engagement with ODMs to serve Fujitsu, Yahoo BB, NEC, and Nortel projects.
- Rapidly established relationships and strategic alliances with local core logic manufacturers for added marketing & competitive advantage.

## MARCH 1996 - APRIL 2000

### **Field Application Engineer**, Philips, stationed in Taipei

- ◆ **Successfully Launched Market-Leading Product:** Played a key role in launching the world's #1 USB web camera, driving its success across global markets.
- ◆ **Sales & Customer Engagement:** Led sales efforts for PC cameras to OEM/ODM customers, video card manufacturers, analog modem producers, and system integrators in Taiwan, Hong Kong, and Singapore.

#### **Personal Profile:**

Male, health

- ❖ Active sports include biking, swimming, mountain hiking, and jogging
- ❖ Like to be with people, happy disposition
- ❖ Read, speak, and write English
- ❖ Am avid reader at business books

**Education:**

Post-Master's International Marketing Program, Taiwan External Trade Development Council, 2007

Master of Business Administration in International Commerce, Tamkang University, 2004.

Electronic Engineering, National United University, 1993.

**Additional Data & Activity:**

- ❖ Utilizing a vast variety of software: Office, Photoshop/Illustrator/InDesign, Salesforce, and Web Design & SEO Optimization etc.
- ❖ Acted as a host for year-end party (2000) at Lucent Taiwan.

**Training:**

- ❖ Company internal training: ISO9000, CWQI, Telecom, Video Codec, DRM, Device Certification, Professional Selling Skills, Marketing Management, and Presentation Skills.
- ❖ External training: EMC, Bluetooth, and Translation & Written in English.