



Kao Chih-Liang, 高志良

I am highly skilled in semiconductor related sales management and business development with required design in/win know-how. Not just work as an individual to accomplish the sales target but also be the team driver to coordinate internal departments and external partners moving in one direction to success. I truly believe the best physical and mental condition is to find the right balance and do the following. "Embrace Work, Life and Challenges with Passion"

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工作經歷 Job Experience



VP Business Development • Amazing Chip Semiconductor Co., Ltd.

OCT 2023 - Present

- 1) Lead the strategic direction and execution of growth initiatives, partnerships, and revenue opportunities for Edge AI products and AIoT solutions.
- 2) Develop and implement high-level business strategies, product plans, cultivate critical partnerships, and conduct business development activities to drive market penetration and design-wins.
- 3) Build up corporate business plan for communication with cross-department and external stakeholders, including partners, investors, brokerage firms, etc.



Sr. Sales Director, APAC • Sigma Designs - V-Silicon Inc.

MAY 2012 - SEP 2023

- 1) Built up relationships with field customers and worked with teams for product roadmap and SWOT analysis.
- 2) Communicated with C-level Executives and Director-level Management of customers to analyze their requirements with business proposal and design-in plans.
- 3) Managed to achieve the revenue plan by leading direct sales and distributors.
- 4) Coordinated Push-Pull Sales/Marketing strategies with worldwide Sales team and won the major TV OEM/ODM customers with proven records:
 - * AOC/Philips LATAM DTV programs at TPV (2012-2014, +\$20M)
 - * Roku US STB/Smart TV program with Foxconn, TPV, TCL and Hisense (2013-2016, +\$50M)
 - * Vizio US Smart TV programs at TPV, AmTRAN, Foxconn, Wistron and BOE (2013-2020, +\$200M)
 - * Loewe, Metz Europe DTV programs at Hisense and Skyworth (2015-2023, +\$40M)
 - * Setup business plan for commercial/professional display and gaming/security applications by designing won at Wistron, Vita, Avermedia, Yuan, TTI (2019-2023, +\$20M)
 - * Built up strategic programs with other SOC suppliers to offer Smart TV platform for customers like Vizio, Skyworth (2022-2023)

- 5) Modeling partnership programs and business plans on the Smart TV/STB platforms including key component suppliers, middleware and application providers such as Qualcomm, Realtek, LGIT, Nanya, Toshiba, ITE, Parade, Yahoo, Google, Inview, Opera, Suresoft and so on.
- 6) Design In ODM partners to deliver technical/business proposals to the RFP/RFQ inquiries from worldwide leading OEMs covering STB, Z-Wave/IOT and HPNA/Homeplug/G.hn products. Work with worldwide Sales team to deliver the revenue plan (2013-2018, +\$200M).
- 7) Drive Z-Wave/IOT ECO system adoptions at the local professional channels and telco service providers.
- 8) Lead local Sales/FAE team (7) and distributors (4).



Sales Director • Trident Microsystems Inc.

MAR 2008 - APR 2012

1. Conducted field business plans, tracked forecasts, assessed potential risk and setup action plan to drive revenue target.
2. Communicated with customer management team and coordinated executable design in plans.
3. Responsible for TV SOC business development and achieving major design-wins at top tier ODM/OEM, including TPV/Philips, TPV/BestBuy, TPV/Vizio, Wistron/SONY, AUO/BestBuy, Compal/Toshiba, CVT, etc.
4. Deep knowledge of TV platforms and ECO systems for pre-sales and local marketing activities.
5. Delivered the revenue stream at +\$20M/year through distributor management.
6. Awarded the best of the employees in 2010.



Technical Sales Manager • Vweb Semiconductor Inc.

AUG 2004 - MAR 2008

1. Started as FAE to provide local technical support to customers and coordinate resources from RD pool.
2. Ensured the progress of customer program development to mass production.
3. Good knowledge in video applications and markets such IPSTB, DVR, IPCAM, streamer, etc.
4. Coordinated local pre-sales and marketing activities.
5. Was promoted as technical Sales Manager in 2006 and in charge of local sales/business development.

學歷 Education



1994 - 1998

國立交通大學

National Chiao Tung University

Communication Engineering



1991 - 1994

台北市成功高中

Taipei Chenggong High School

General