

WILLIAM R. BLACK-HOGINS

Cupertino, CA 95014 USA

Cell phone: +1 (408) 930-2758

E-mail: bblackhogs@gmail.com

LinkedIn: <https://www.linkedin.com/in/billbh>

New Business Development manager / trusted advisor focused on client relationship building, strategic partnerships, sales effectiveness, stakeholder management. Skills include extensive experience in target key accounts, business plan & marketing plan presentations, business proposal, product development, product management, factory forecasts, partner channels/alliances, networking, budgets/expenses, strategic partnerships, consultative product positioning, program / project management. Facilitates subject matter expert collaboration, idea, & communication, specification oriented methods leveraging strong analytical skill, trend analysis, statistical modeling defining business outcomes. Driven self-starter with tenacity and passion; provide guidance/vision via customer-focused business alignment strategies, cross-functional leadership leveraging organization resources, analytical approaches uncovering new business & insights; six successful start-ups.

OBJECTIVE ROLES: Business Development Manager (BDM) / Trusted Advisor

EXPERIENCE / ACCOMPLISHMENTS:

Networks: Service Provider, Enterprise Video & IP Core, Time/Frequency Mgmt, IP Core Consumer (digital) TV

CISCO SYSTEMS, San Jose, CA \$49B/yr – Network equipment & services ... (www.cisco.com)

Business Development Manager / Project/Program Management -

Jun 2007 to present

- **FY13-16:** Business Development Mgr for Global Service Provider Services – Project Management & Operations for Competitive Technology offer support to Global Account Teams; Customer Performance Analytics, Services Offer Creation [metroPCS], ROI Tool development/engagement/deployment for service proposition renewals [Disney/\$10M, MegaCable/\$7M, TeleVisa/\$4M, Alestra/\$2M, Sprint/\$80M, CenturyLink/\$15M, Frontier/\$8M, France Telecom/>\$100M, Deutsche Telecom/>\$100M, Orange/\$20M, Windstream/\$9M, Telefonica/\$23M, Turkcell/\$5M], Sales Team KickStart (value selling) training delivery [NTT, KDDI, Softbank, Telecom Argentina/CableVision & AmericaMovil, Deutsche Telecom], Sales Community Collaboration wiki ('IWE') developer;
- **FY12:** Advanced Services Video Practice Business Development/Project Management Quotes, SOWs, Services crafting, Service presentation, Price tool development, Forecast/Bookings tracking;
- * **FY11:** Services Crafting, Bookings/Forecast tool mgmt, Customer Delivery/PM for Amplify [Digital Signage Network Owners & Media Buyers exchange / internal startup], Business Video Services;
- **FY10:** Enterprise Video Initiative [high touch cross functional teams: Development, Support, Marketing, Channels, Finance
- **FY09:** PM for TP deployments at Merrill Lynch, Bank of America, IBM, Home Depot, Telmex, SFR, Swisscom, TATA, Indiana Univ, GMAC; high touch customer interface, deployment cross function lead, Collaborative team leads, Oracle transformation
- **FY07-FY08:** Cisco MBA/Finance Intern working within AS/STS group involved with new IP Core product business development, business intelligence/metrics, knowledge management, and collaborative service GTM projects for new business initiatives (**US\$2M:** 'Mensa') via Cisco's global partner channels.

SYMMETRICOM, INC., San Jose, CA \$220M/yr – Time & Sync equipment ... (www.symmetricom.com)

Director of WW Sales Operations

Jan-June 2008

Worldwide sales operations; global sales forecasts & plan rollup, data mining analysis, segmentation & admin (SFDC, Noetix/Oracle, Excel/VBA), RFP & CRM mgmt, NPI Sales ⇔ Mkt/Eng (project mgmt) process, global sales support, sales process governance.

IKANOS COMMUNICATIONS, San Jose, CA \$130M/yr - xDSL chipsets / IP Cores . . (www.ikanos.com)

Sales & Marketing, Director/VP Sales (*previously Doradus Technologies, startup; bought-out by Ikanos*): **2005 to 2007**

Lead IP Core (B2B) licensing (~US\$4M) deals at global consumer TV chip suppliers; enabled **Ikanos Communications** buyout

Semiconductor: Broadband / WiFi, VDSL Chipsets & S/W, Consumer Video, Consumer Power Mgmt

TDK R & D CORPORATION, San Jose, CA \$6B/yr - Components manufacturing . . (www.tdk.com)

Director of Business Development, North America: *commercial & enterprise markets*

2003 to 2005

Product definition for FTTx Splitters, GePON, (Ikanos provided) VDSL via FTTC, VoIP, WLAN (802.xx, WiFi / WiMax, etc.) and, TDK China's (>\$1B) Miniature Precision Assembly service offerings. Responsibilities included: Developing / Managing Customer & Partner alliances, Contract negotiation, Channel Manager, Inter-company (USA ⇔ Japan/China) liaison, Local P&L, press releases, tradeshow

IKANOS COMMUNICATIONS, San Jose, CA \$15M/yr - xDSL chipsets / IP Cores . . (www.ikanos.com)

Director of Sales, Asia Pacific: *network & enterprise markets* (*start-up, went IPO*)

2002 to 2003

Lead Ikanos Asia Pacific sales driving VDSL-DMT chipset solution & software design-ins. Interfaced with management & design group decision makers at VDSL equipment vendors (NEC, SEI, Fujitsu, Oki, Samsung, LG, Dasan, Zyxel, Askey, Huawei, ZTE), service providers (YBB, Japan Telecom, DDI, IDO, KEPCO) and also carriers (NTT, KDDI, YBB, USEN, K-OPTI, Chunghua, CT, KT, Hanaro). Partner / Alliance / Channel training & seminars. Grew business from <\$100K to **over US\$11M** (Japan/Taiwan) in <2years which made the Asia Pacific theatre's direct & distributor channels the largest revenue earner for the company. Designed and deployed company-wide order entry / quote system (FMPro); remained in use until Oracle installation (2005).

SILICON IMAGE, INC., Sunnyvale, CA \$50M/yr - Video & Storage related IC's . . (www.siimage.com)

Director of Sales: *high-end consumer / industrial & enterprise markets (start-up, went IPO)* **2001 to 2002**

Worldwide sales and tactical marketing responsibility for consumer 'I-Scan' product line (US\$1M → US\$3M); managed worldwide distributor/dealer channels, direct customer technical, marketing, and sales support; B2B / B2C. Also tasked with new product definition, channel contracts maintenance, pricing and dealer network campaigns, datasheets, forecasting, etc.

POWER INTEGRATIONS, INC., San Jose, CA

1998 to 2001

\$112M/yr - Power Supply IC's ... *consumer, commercial / industrial markets* - (www.powerint.com)

Director of Sales, Asia Pacific: *(start-up, went IPO)*

Managed all Asia Pacific sales & marketing activities including management of remote employee teams, direct & distributor channels, recruitment, sales forecast roll-up, pricing responsibility, resource accountability and management, tradeshow, seminars and trainings for local Asia Pacific market, press releases; published local language databooks & datasheets.

- Grew Asia Pacific sales & market share with a revenue increase from US\$48M to US\$70M (3 yr. period); accounted for >60% of total company sales via 4 regional distributors covering a 12-country territory.
- Expanded Asia Pacific team from 2 to 4 regional offices; increased headcount 6 to 16 people. Added new distribution channels
- Helped design & lead deployment of CRM database (Pivotal) to Sales/FAE teams in all global theatres.
- Crafted company wide sales/business metrics database (excel/VBA ⇔ FMPro); key role in Oracle data sources transformation

Semiconductor/Optical: Consumer Electronics (Projection TV) & Solar (Satellite), Mixed Signal/Analog IC's x 2

OPTICAL COATING LABORATORY INC., Santa Rosa, CA

1995 - 1998

\$1.4B/yr – Optical Thin Films ... *consumer / industrial markets* - (Japan JV; bought-out by JDS Uniphase) (www.ocli.com)

- Solar Cell Market Sales Mgr; Santa Rosa, CA (1998); USA and Japan solar cell customers; US\$8M/yr market
- Sales Eng./Marketing Mgr; OCLI ASIA K.K., (joint venture) Tokyo, Japan (1997-98); managed Sales Eng. Team
- OCLI Presidents Club; Second highest company regional sales figure, 1997 [>US\$4M]
- Japan Sales/Eng. Mgr; OCLI ASIA K.K., (became joint venture) Tokyo, Japan (1995-97); managed Sales Eng. team

ELANTEC SEMICONDUCTOR INC., Milpitas, CA

1986 - 1995

\$100M/yr – High Speed Analog IC's ... *commercial, industrial, military markets* (start-up, went IPO; bought out by Intersil)

- Asia Office Sales/Mktg/Applications Branch Mgr; Tokyo, Japan (1992-95); opened Asia office in '92; [>US\$6M]
- Far East Sales/Marketing Manager, Int'l Field Applications Manager; Milpitas, CA (1991-92); [>US\$4M]
- International Sales Mgr. / Int'l Field Applications Manager; Milpitas, CA (1989-91); [>US\$2M]
- Far East Business Development Manager; Milpitas, CA (1988-89); [>US\$1M]
- Far East & Western Region Field Applications Engineer; Milpitas, CA (1986-89); [<US\$1M]

EDUCATION:

- **MBA:** Santa Clara University; Santa Clara, California; **MBA Finance concentration**
Graduate TA; Product Market Planning & Strategy / Strategic Business Negotiations
- **M.S. Electrical Engineering:** Santa Clara University; Santa Clara, California
- **B.A. Physics / EECS Concentration:** University of California, Berkeley; Berkeley, California
- **Cisco Certifications** (CSCO_11762149): **CCNP(switch)** – Jan 2015, **CCNP(route)** – May 2013, **CCNA/CCDA/CCENT** – May 2010
- **Project Management:** ITIL v3 Service Lifecycle Service Design Cert – Sep 2014, ITIL v3 Foundations Certification – Mar 2011
Project Management Professional Certification: [ID# 1247817; [PMI.org](#)] - Apr 2009 – Apr 2015
George Washington University: Project Management Master Certificate - Dec 2008
- **Languages:** Fluent in Japanese (lived 9 years+ in Japan/Asia), Basic proficiency in Mandarin, English (native)

PROFESSIONAL DEVELOPMENT:

- **Mandel Trusted Advisor Workshop:** July 2016
- **Solutions Integration Architect (SIA) Quantum Leap Program; Cohort #2 (San Jose) completed May 2015**
- **Cisco Professional Consulting Development Program: CDP-2 graduate** – Dec 2011
- **CCNP: Switch certification Jan 2015 / Route certification May 2013; CCNA/CCDA/CCENT: Certifications (Apr-May 2010)**
- **Cisco Professional Consulting Development Program: Graduated from CDP-2 Cohort 14, Sep-Dec 2011**
- **TelePresence training ... 'Tandberg U', Certificates: Basics, Setup/Operation, Solution Design (Oct/Nov 2011)**
- **ITIL v3: Service Lifecycle Service Design Certification (Sep 2014), Foundation Certification (Mar 2011)**
- **Converting Strategy into Action / Stanford Advanced Program Management (Nov 2010)**
- **Project Management Associate / Masters training completed, George Washington University (2008)**
- **Strategic Business Negotiations, Santa Clara University (2007)**
- **The Balanced Scorecard Workshop, Santa Clara University EMBA (2005)**
- **Crossing the Chasm (high tech marketing seminar series), Santa Clara University EMBA (2005)**
- **The Leadership Challenge Workshop, John Wiley & Sons (2004)**
- **Selecting Winners Workshops (Recruiting and Hiring), Selecting Winners Inc. (1999)**
- **Art of Negotiation, Julian Gresser Enterprises (1993), Karrass Negotiation Seminars (1991), Japanese Business and Negotiation (1989)**