**Name:** Nobuhiko Morohashi  **Birth Date:** December 7th, 1971

**Marital Status:** Married **English Ability:** Business Level

**Education**

1995 Bachelor of Engineering in Information Science, Teikyo Heisei University

**Summary**

* 5 years of sales experience in EDA software, including license agreement business
* Comfortable with monthly/quarterly/annual sales management
* Strong track record in EDA software and semiconductors as FAE and Sales
* Over 10 years of experience in FPGA semiconductor business as Sales Manager
* 2 years of experience in the EDA consulting engineering
* Abundant negotiation and sales skills between customers and foreign engineers
* Direct demand creation, new business model development and building good relationship with key Japanese major customers
* Experience in VHDL training lecture and presentation of products’ promotion

**Professional Experience**

**Apr 2003 – May 2013 Altera Japan, Ltd.**

**Sales Manager, Sales Group 1, Strategic Account Sales Division**

* Sales Style: 90% direct sales and 10% channel/distribution Management
* In charge of sales account management of Industrial Key segment customers
  + Customers: Hitachi, Toshiba, SONY, Omron, NEC, Hitachi, ALAXALA, Canon, Fuji Photo, Ricoh
  + Major applications: Wireless / Wireline Communication Infrastructure, Broadcasting, Consumer, Medical, Broadcasting, Industrial, Computing
  + Products: FPGA/CPLD/ASIC, IP and Development Tools
* Building and maintaining good relationship with customers, especially executives and key customers
* Understanding company’s strategy and products’ roadmap for the future and planning sales strategy to expand the company’s revenue
* Had video/telephone conferences in English with HQ Business Unit or Engineering team to solve critical issues, account strategic planning review or escalation request for must win platforms.
* Sales team management and team achievement
  + - Management of 6-10 sales subordinates for strategic key accounts team
    - Planning of the new segment development strategy and prioritized / specialized targeting field under market analysis survey
    - Improvement of strength team building and respected each others as a team
* Sales Results: 　　Year Target Achievement

FY 12 $131.7M 75% ($98.8M)

FY 11 $131.3M 95% ($124,8M)

FY 10 $75M 136% (102.8M)

FY 09 $84.2M 78% ($65.7M)

FY 08 $54M 127% (68.5M)

FY 07 $34.8M 110% ($38.3M)

* **FY12 Achievements:**
  + Sales results: $98.8M (75% sequential growth as against last year’s quota)
  + DesignWin: $142.2M (105% achievement as against this year’s quota) on Hitachi, SONY, Toshiba and Omron Accounts targeting goals
  + Team focused on Industrial segments, such as Drive, Inverter, Surveillance etc. to each accounts
  + Created new business model, called “Primary Vendor Program” between SONY (Professional Solution Group, with 2 years) and Hitachi (whole groups with 1 year trial)

*\*Primary Vendor Program is the program which provides the customers Altera devices with the competitive price whenever the customers develop new system with the agreement such that the customers consider Altera devices first*

* + Offered cost down program and strategic pricing to new platform developments program contract
  + Got many new opportunities from several locations and DesignWin results was excellent against our competitors
* **FY11 Achievements:**
  + Sales results: $124.8M (95% sequential growth as against last year’s quota)
  + DesignWin: $166.2M (112% achievement as against this year’s quota) on NEC, Hitachi, SONY, Toshiba and Alaxala Accounts, succeeded to promote and conclude 2nd “Single Vendor Model” contract between NEC (LTE: Long Term Evolution of Mobile Infrastructure platforms) with 3 years terms
  + It will rapidly increase LTE and RF Wireless platforms into domestic major carrier’s infrastructure systems
* **FY10 Achievements:**
  + Sales results: $102.8M (136% sequential growth as against last year’s quota)
  + DesignWin: $153.8M (119% achievement as against this year’s quota) on NEC, Hitachi and Alaxala, Canon, Fuji Photo and Ricoh Accounts targeting goals
  + Team succeeded to conclude “Single Vendor Model” which is 100% whole Altera business model contract between NEC (iPASOLINK platforms) with 2 years terms

*\*Single Vendor Model is the program which provides the customers Altera total solutions with the very competitive price whenever the customers develop new system with the agreement such that the customers adopt Altera devices without fail*

* + Replace from existing ASIC to Altera several chips into next future platforms.
* **FY09 Achievements:**
  + Sales results: $65,7M (78% sequential growth as against last year’s quota)
  + DesignWin: $128M (110% achievement as against this year’s quota) on NEC, Hitachi and Alaxala, Canon, Fuji Photo and Ricoh Accounts
  + Direct demand creation for socket selling for system architecture of ASSP/ASIC chip
  + Leading the “Single Vendor Program” which is 100% whole Altera business model with adopting all FPGA, CPLD and ASIC potentialities sockets with our solutions on NEC iPASOLINK and LTE platforms.
* **FY08 Achievements:**
  + Sales results: $70M (127% sequential growth as against last year’s quota)
  + DesignWin: $105M(98% achievement as against this year’s quota) on NEC, Hitachi and Account targeting goals
  + Products: High-end FPGAs, Structured ASIC and 3rd Party IP project management
  + Application: Wireline, Wireless Communication network infrastructure system and Computing
* **FY07 Achievements:**
  + Sales results: $40M (110% sequential growth as against last year’s quota)
  + DesignWin: $60K (122% achievement as against this year’s quota) on NEC Account targeting goals
  + Products: High-end FPGAs, Structured ASIC
  + Application: Wireline, L2 Switch network system and VDSL OTL platforms

**Jan 2005 – Dec 2006 Senior Account Manager**

* **FY06 Achievements:**
  + Sales results: $35M (146% sequential growth as against last year’s quota)
  + DesignWin: $67M (181% achievement as against this year’s quota) on NEC Account targeting goals
  + Products: Low-end FPGAs
  + Application: Projector, Server Computing and Mobile network data card
* **FY05 Achievements:**
  + Sales results: $25M (-27% sequential growth as against last year’s quota)
  + DesignWin: $35M (93% achievement as against this year’s quota) on NEC Account targeting goals
  + Products: Low-end FPGAs, Decoding/Encoding Wireless IP
  + Application: Replacement from Competitors on Wireless Baseband, Control board of WCDMA Infrastructure

**Apr 2003 – Dec 2004 Field Sales Engineering**

* **FY04 Achievements:**
  + Sales results: $34M (120% sequential growth as against last year’s quota)
  + DesignWin: $43K (144% achievement as against this year’s quota) on NEC Account targeting goals
  + Products: FPGA, CPLD and Development Tool
  + Application: Communication Networking Infrastructure mainly
* **FY03 Achievements:**
  + Sales results: $28M, 118% achievement
  + DesignWin: $19M from distributor to drive new opportunities and strategic account/platform plan fort teams
  + Products: FPGA, CPLD and Development Tool
  + Application: Communication Networking Infrastructure mainly

**Aug 2002 – Apr 2003 Embedded Linux Technology Inc**

**Sales Manager, East Japan, Sales Division**

* In charge of NEC, Toshiba, Mitsubishi and the other broad base major customers
* FY02 Achievements:
  + Sales goal: $500K and booked $250M with large project
  + Products: Linux OS integrate in security system, consultation service and new potential customers tested Linux OS, environment and SI business
  + Application: System Integration business in huge system of Pinball Saloon for one year project, ATOK (Character conversion System) porting business integrate Medical appliances

**Mar 1997 – Mar 2002 Nihon Synopsys K.K.**

**Global Account Manager of Global Account Group, Sales**

* In charge of NEC Groups: NEC Electron Device, NEC Networks, NEC Solutions and Subsidiaries
* Providing total licensing solutions of Synopsys whole products to approach highly valued business
* Leading and coordination in English on telephone conference between HQ engineering team and shared account planning with several department teams
* **FY01 Achievements:**
  + Sales goal: ¥582M, 168% yearly quota
  + Products: Synthesis, Power Analyzer, Static Timing Analysis and System level Verification and consultation service
  + Application: W-CDMA mobile handset, WCDMA Base Station and Mobile Back hole
  + Won trip to Tahiti, Incentive Bourns Trip from US head office
* **FY00 Achievements:**
  + Sales goal: ¥803M, 110% yearly quota
  + Products: Synthesis, Physical Compiler, System level Verification and consultation service
  + Application: W-CDMA mobile handset, Transmission Network System
  + Team's target number was $44M, won No1 top selling team in World Wide Synopsys
* **FY99 Achievements:**
  + Sales goal: ¥453M, 108% yearly quota
  + Products: Synthesis, Behavior level Compiler, C level System entry compiler
  + Application: Server, Super Computer, Personal Computer platforms
  + Sold over \300M of Site License Contract for 3 year with NEC Transmission Groups
  + Awarded excellent selling award from NSKK
* **FY98 Achievements:**
  + Sales goal: ¥314M, 112% yearly quota
  + Products: Synthesis, Verification Simulator, Power Analysis and Static Timing Analysis etc
  + Application: Semiconductor Groups and Subsidiary companies
  + Sold over \1,000M of Site License Contract for 3 year with NEC Semiconductor Group
  + Excellent selling recommend by NSKK
* **FY97 Achievements:**
  + Sales goal was ¥265M, 105% yearly quota
  + Products: Synthesis, Verification Simulator, Power Analysis and Static Timing Analysis etc
  + Application: Semiconductor Groups and Subsidiary companies
  + 2 team members for NEC business, and became the No1 successful team in worldwide

**Apr 1995 – Feb 1997 Soliton Systems KK**

**Field Application Engineer, Engineering Group**

* Provided field support for “VFormal” (Formal Verification Technology Tool) products to manage NEC, Fujitsu and Toshiba accounts
* **FY96 Achievements:**
  + Responsible for trainer for VHDL simulator ModelSim (Model Technology Inc) and instruct how to use design entry tool to end user, COMPASS Inc
  + Visited potential customer with sales team and provided technical presentation, technical QA, and promoted VFormal with the approach how to shrink the test verification TAT
  + Supported sales to prepare training material and provide pre/post technical support to customers such as Fujitsu, Toshiba and NEC
* **FY95 Achievements:**
  + FAE for technology tool VFormal to support COMPASS Inc
  + Escalated inquiries related with VFormal to R&D in US, which obtained from customers