Masakatsu Yoneda

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Highlights

Strong general management and leadership executive with experienced of Country Manager, Vice President and Director in several NASDAQ public companies. Keen in Internet and digital service business deployment demonstrated the ability through successful building scaled businesses which include world first FlashLite for mobile market, Japan first Android IP-STB for cable industry and Japan first digital terrestrial EPG for consumer market. Complex business experiences in several businesses, which include software, patent, service, semiconductors and partnership. Flexible management, be able to manage small team, large team and start up. Team management experiences, Sales, Product Marketing, Professional Services, Technical Support, 24x7 Service Operation and Back Office.

Professional Experience

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| **Entropic Communications** (Previously Trident Microsystems)  Japan Country Manager (from merger) 04/2012 – Current  Japan Country Manager (Trident Microsystems) 04/2011 – 03/2012 |

Report to SVP WW Sales a member of corporate management team. Recovering business from Trident bankruptcy filed Chapter 11. Manage 18 people in Trident and 3 people in Entropic. Win industry largest IP STB business first Android IP-STB business from the largest cable operator JCOM which expect over $20 million in next 3 years.

* **Business Strategy.** Redefined target customer. Prioritized team to spend most of time with operators rather than STB vendors. Changed sales style from traditional semiconductor sales style and added unique value to product which helps STB vendors to select Entropic solution.
* **New Business Development.** Developing MoCA, c.LINK new market in Japan. Redefine value proposition for local market and defined strategic customer. Entered field trial with strategic customer for commercialization in 2014,

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| **Nuance Communications**  Senior Director Sales Engineering 07/2010 – 03/2011 |

Drive $30 million speech and OCR business. Report to Country Manage and manage 6 people Sales Engineering team. Direct business to automotive, CE, mobile and call center which include Toyota, Nissan, Honda, Denso, Fujitsu Ten, Nintendo, Yamato Transport, Nissen, Benesse, Sony, Panasonic, Sharp, docomo, KDDI, Softbank etc.

* **Business Result.** Panasonic TV speech recognition (2013 launched), Nintendo DS text to speech (2012 launched), Toyota Smart G-BOOK speech recognition (2013 launched)

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| **Rovi** (Previously Gemstar TV Guide)  Senior Director, Engineering Operations APAC (from merger) 10/2009 – 02/2010  VP, Biz Development and Engineering Operations (Gemstar TV Guide) 09/2005 – 09/2009 |

Drive $35 million EPG business. Report to Country Manager and manage Japan field team which includes Sales, Marketing, Product Management, Professional Services and Technical Support (~30 people). Get EPG data distribution right from networks. Install EPG data collection servers to 55 broadcasters in order to gather live EPG data 24x7. Upload collected EPG data to newly installed data center in order to add meta-data for advanced discovery, search and recommendation. Jointly work with Dentsu for conducting advertisement business on the EPG screen.

* **Business Strategy.** Leverage EPG patents for business expansion. Close work with Dentsu to get EPG distribution right from network and conduct advertise business on EPG. Dominate Japan EPG business through patents.
* **Business Result.** Installed EPG application to all of TV OEMs. Sony, Panasonic, Toshiba, Sharp, Hitachi, JVC and Mitsubishi. Expand EPG business to the other industry, KDDI, docomo, Softbank, Yahoo!, Nintendo etc.

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| **Macromedia K.K.**  Director, Mobile and Devices 01/2005 – 08/2005  Technical Marketing Manager, Mobile and Devices 08/2003 – 12/2004 |

Report to SVP Macromedia Consulting in US and manage Mobile & Device team (8 people). Develop 12 million FlashLite/FlashCast businesses from scratch. License FlashLite to all carriers and develop framework to support porting FlashLite to over 10 handset vendors. Close work with carriers, analyze their needs, help providing attractive FlashLite roadmap and support contents acquisition. Install FlashCast server to domoco head-end and provide 24x7 on call support. Build local Mobile and Devices team to support local services.

* **Business Strategy.** Get license deal with carriers rather than handset vendors in order to rapidly expand business. Partnership with several vendors in order to support scaled business with limited resources such as develop framework for FlashLite integration support to over 10 handset vendors. Close work with carriers and analyze their needs, bridge to Product Management team for product roadmap creation.
* **Business Result.** Comprehensive license agreement with docomo, KDDI and Vodafone. Server service with docomo. Partnership with Bandai Networks, Hi and JStream.

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| **OpenTV Asia Pacific K.K.** (Previously Spyglass)  Systems Architect, Professional Services 04/2002 – 08/2003  Solutions Architect, Sales 10/1998 – 03/2002 |

Start up Japan office as 2nd employee. Promote OpenTV service in several countries in Asia Pacific. Jointly develop digital TV product with Panasonic. Enhance OpenTV embedded browser and added Panasonic’s Japan broadcast standard BML engine. Get agreement from Panasonic to 100% incorporate to their TV and PVR. License the product to Toshiba and Pioneer and developed over $6 million revenue.

* **Business Strategy.** Partnership with Panasonic, which is a leading Japan broadcast standard and develop a joint digital TV software product. Jump into Japan broadcast market and establish stable license revenue from Panasonic. Get distribution right, establish win-win business model with Panasonic and expand license to the other vendors.
* **Business Result.** Sony, Panasonic, Toshiba, JVC, Samsung, LG, JCOM, NEC, Fujitsu, Hong Kong Telecom, Seiko-Epson etc.

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| **Mitsubishi Electric Corporation**  Senior Software Engineer, Information and System Laboratory 4/1993 – 9/1998 |

Involve all software development cycle, design, develop, testing, document and packaging. Develop groupware platform using RDMB and Web. Receive Mitsubishi Electric Software Product Award twice. File two technology patents.

* **Technology Skill.** C, Perl, Visual Basic, Visual C/C++, Java, HTML, RDBMS, ODBC, CGI, Unix, Windows, Windows NT, Oracle, IIS.

Education

* Kyushu Institute of Technology, MS Computer Science (1993)
* Kyushu Institute of Technology, BS Computer Science (1991)

Language Skills

* Japanese: Native.
* English: Business.