

FAROOQ AL-SHARMA

Concord Place
Suite 2044, 4 Port Arthur Road
Wanchai, Hong Kong

+378 4560 3773 [M]
+22 45 987 5678 [M]
farooqals@globalnet.ch

GLOBAL HIGH TECH BUSINESS DEVELOPMENT, MARKETING & SALES EXECUTIVE

**Strategic & Market Planning • Market Penetration • Brand Positioning • Product Development & Launch
International Marketing & Sales • General & Project Management • Process Reengineering
Cost Control • Team Leadership • Finance • M&A • Acquisition Integration • P&L**

- Business and technology specialist, valued for technological expertise, strategic judgment and implementing tactical plans – honed unique skills as a business/technology leader through training/implementation of **Best Practices** at SEMICOR/GLOBTECH and GE.
- Recognized for enhancing profitability and productivity through the application of cutting edge technology, systems integration planning and implementation, and personnel training.
- Able to mobilize critical resources to resolve complex issues in fast paced changeable environments – a problem-solving specialist.
- Entrepreneurial expertise in international markets – set up Asia Pacific HQ in Hong Kong as well as production lines in Taiwan and China. Fluent in French, English and Arabic.

PROFESSIONAL HISTORY

GLOBTECH, Hong Kong 2000 – Present
Global fabless semiconductor company, providing mixed signal analogue and digital solutions, with sales turnover of \$250MM, and over 650 employees (NASDAQ: GLTC).

Business Development Director Asia Pacific, WIRELESS & SENSING PRODUCTS

Played a key role in the pre-acquisition of SemiCor by GlobTech as well as complete integration of SemiCor into the GlobTech organization. Continued to develop the business for GlobTech's new W&S BU (ex-SemiCor products). Worked with target Tier one/two and OEM/ODM manufacturers. Developed new marketing and sales strategies for the region. Monitored various design-in/win in the region.

- Deployed new business strategy; introduced turnkey solutions, complete reference designs geared for mass production for various Bluetooth® applications: VoIP/Skype Phone, Mono and Stereo Headset, Car Kit, Modules, etc.
- Established 2 Bluetooth® design centers in Taiwan, both working on various design-in/win; estimated first year bookings US\$3M each starting Q3/2006, production-win with major Japanese renowned brand name US\$2M starting Q2/2006.
- Launched RF Transceivers for 2-way after market car alarm application in Taiwan and China.
- Pushed commercial and industrial sensing in China; earned 3 design-wins, expected production in Q3/2006 US\$450,000.
- Initiated cross sales programs for other GlobTech product lines, power management, TVS, etc., to new and existing W&S customers; achieved quick design-in/win and production, potential volume US\$2M first year starting Q2/2006.

SEMICOR SA, Lausanne, Switzerland & Hong Kong 2000 – 2005
A fabless semiconductor company, specialized in ultra low power analogue and digital solutions, sales turnover US\$25M, 85 employees; acquired by SEMTECH in June 2005.

Director of Sales Asia Pacific

Jan 2002 – Jun 2005

Developed local sales network/channel. Trained local distributors, partners and customers. Explored new markets, new applications and introduced new products (Bluetooth®, GPS, RF Transceivers & Sensing). Set up Asia Pacific HQ in Hong Kong, and relocated there with family in October 2004. Hired/managed sales and field application engineers. Established contracts, licenses and negotiated with customers and suppliers. Traveled extensively - 70%.

- Design-win Bluetooth Headset US\$850,000 and GPS module US\$2M, a WW SemiCor first.
- Developed complete GPS Module and development tools as Acting GPS Product Line Manager; implemented two production lines – one in Tainan/TW and one in Shenzhen/CN.
- Introduced **Drop-In** RF Modules, complete RF solutions; provided intensive technical support to local partner and set up a production line for RF Modules in Shenzhen/CN.

- Hired a consultant in Beijing for AFFILIATED METRE APPRAISAL in China, carried out market research for the China market, selected Top 10 utility meter manufacturers/suppliers and AMA solution providers, designed-in/win 4 RF projects, potential US\$500,000, started Q4/2005.

Account Manager, Asia Pacific, Neuchatel, Switzerland, 2000 - 2002

Managed key accounts. Introduced new products (GPS, Sensing & Transceivers) into new markets. Developed Asia Pacific sales network. Traveled extensively to Asia Pacific (70%).

- Design-wins: 2 hosted GPS solution (first ones for SemiCor WW), US\$750,000;
Industrial Sensing in China US\$ 350,000;
RF Transceiver for Car Alarm (first one for SemiCor WW) US\$600,000.

STORTEC, Geneva, Switzerland

1999 – 2000

Start-up specializing in data storage and PC accessories, 10 employees CHF1M sales turnover in 2000

Marketing & Sales Manager

Started up a new business segment. Hired and trained staff. Designed sales and marketing concepts based on marketing studies, as well as a pricing system for various market segments. Provided full technical and commercial support to customers and colleagues. Budgeted and forecasted sales turnover, with full P&L.

- Launched RPS brand (Multimedia & Data storage accessories) nationwide.
- Achieved CHF1M (US\$828,105) sales objectives in first year.

GENERAL ELECTRIC, Geneva, Switzerland

1994 – 1998

GE Lighting, division of General Electric, WW presences, 300,000 employees, sales turnover US\$150B. Geneva is the HQ for MMEA (Mediterranean, Middle East and Africa)

Quality Manager, MMEA (Six Sigma Black Belt), 1997 - 1998

Advised on strategic issues and their implantation to maintain quality standards. Contributed to increase sales turnover, cut costs and improve company profit. Marketing and sales for the region. Managed several Six Sigma process reengineering projects.

- Enhanced lamp production, increased yield from 82% to 95% in Turkey.
- Improved order handling, shipment and receivables collection processes in Hungary; reduced customer claims 85% and increased profit margins.
- Enhanced the South African production packaging cycle 25% and cut costs 15%.

Assistant to the Area Sales Manager MMEA, 1994 - 1996

Managed the export of lamps from the five continents to MMEA. Provided technical and business advice to clients. Supervised customers' complaints. Market analysis/research as well as developing and implementing sales strategies. Monitored macro environment of the region and analyzed the eventual risks involved. Introduced computerized pricing system. Translated various commercial and technical documents in French, English and Arabic. Created/updated product catalogues and technical documents. Drew up annual business plans and budgets. Trained sales staff, organized technical and sales training for customers/partners. Participated in various international trade shows.

- Completed the integration of GE Lighting post-acquisitions: Tungshram/Hungary, Thorn/UK, Sivi/Italy, Lindner/Germany and GE APAR/India joint venture.

FERRETERRE SA, Lucerne, Switzerland

1988 – 1993

Hardware store, annual turnover CHF 9MM, 25 employees

Retail Manager

Managed following departments: tools, electronics, camping, sports and gardening. Budgeted and forecasted sales, responsible for P&L. Created promotional campaigns and advertising. Managed staff of 18. Planned and organized annual inventory.

- Played a major role in doubling the sales turnover in two years while improving net profit.
- Set up two new departments, Sports and Camping, closed carpentry department, boosted revenue by CHF750K/year, reduced stock, cut losses and improved gross margin by 15%.
- Established purchasing center for three other department stores, for a total of 4 nationwide.

EDUCATION

M.B.A. , Open University Business School, Milton Keynes, UK	2005
B.S.E.E. , Micro-electronics, EIVD, Lausanne, Switzerland	2000
Certified Professional Expert in Export Business , MPM, Lausanne, Switzerland	1994
Certified Master in Retail Business , SFD / ESCODE, Lausanne, Switzerland	1993
Diploma in commercial studies , Ecole Lémania, Lausanne, Switzerland	1988
Baccalaureate , Science, University of Qatar, Doha, Qatar	1983

SELECTED TECHNICAL KNOWLEDGE

NETWORK:	MCP Network setting, administration
OPERATING SYSTEMS:	DOS, Windows
PROGRAMMING LANGUAGES:	C, Assembler and VHDL
SIMULATIONS SOFTWARE:	SimApp, HP-VEE, P-spice and crystal bowl
OTHER SOFTWARE:	SAP, Net-Connect, Smart, Business object, Lotus Notes, Sales Logix, Diver and MS Office