

## VICTOR THU

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### SENIOR-LEVEL PRODUCT MARKETING MANAGEMENT

Seasoned product manager with over 10 years of experience in developing, marketing, and launching products for major global technology and communications firms. Equipped with expertise in Japanese and European markets to lead cross-functional and cross-national teams to target customers, refine product features, and achieve effective market positioning. Develop innovative start-up products and expertly introduce them to the marketplace. Leverage superior technical background to create successful product lines, identify and resolve design problems, and target new market opportunities. Respected and adaptable team leader with a proven track record of growing company sales, building loyal customer bases, and tapping emerging markets. Fluent in Malay and Mandarin, Cantonese, and Hakka Chinese; intermediate-level Japanese. Full reading and writing fluency in both traditional and simplified Chinese character sets.

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Competitive Analysis • Change Management • Cross-Functional, Cross-National Team Leadership • Negotiation  
Conflict Resolution • Product Development • Customer Service • Service Oriented Architecture (SOA)  
International Business • New Product Launch • Sales Planning • Strategic Marketing and Promotion  
Supply Chain Management • Marketing Requirement Document (MRD) • Product Requirement Document (PRD)

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### PROFESSIONAL EXPERIENCE

#### **SIEMENS COMMUNICATIONS, INC., San Jose, California • 2005-Present**

A \$3.5B division of Siemens AG, a Fortune 25 conglomerate with annual sales of \$117B+.

#### **Commercial Partner – Product Management**

Manage development, production, and marketing of 2 flagship products, HiPath 4000 and HiPath Xpressions, with annual sales of \$75M. Direct and oversee \$5.5M budget for U.S. Training organization. Research and assemble complex business cases with inputs on converged VoIP products. Reduce internal operation expenses for customers on critical applications by creating new product service offerings in hosted business solutions. Collaborate with Siemens HQ to develop transfer prices methodology for cross-border transactions. Lead cross-national 15-person teams in cradle-to-grave product marketing and launch strategies, including development readiness, pricing, service, training, logistics, and customer support. Define target objectives on promotional programs to hit sales goals and expand customer base. Educate global business management team on tax, supply chain, and logistical implications of cross-border hosted solutions.

#### **Operational Contributions:**

- Hand-picked by CFO in 2006 to assume increased business management role and recognized as Siemens Top Employee.
- Collaborated with CFO and President to create a sales cadence and quota plan for U.S. sales organizations.
- Reduced claim warranty rate by 5% of sales in 1 year by analyzing and resolving problematic operations and contributed \$6M in profit margin within 6 months of employment.
- Enhanced special bids activities targeting high-value customers by creating winning strategies with the sales team and Siemens HQ.

#### **Financial Enhancements:**

- Slashed costs by over \$10M by developing internal web-based product pricing tool to replace antiquated technology.
- Generated revenues of over \$1M for U.S. Education organization by identifying and solving a long-term revenue flow problem.
- Secured over \$1.5M in annual synergy and cost savings by consolidating U.S. Education class delivery technology with Siemens HQ.

**ELECTRONICS FOR IMAGING, INC. (EFI), Foster City, California • 1998-2005**

A global print technology firm providing embedded solutions to large OEMs including Canon, Sharp, and Hewlett Packard. Annual sales total over \$500M.

**Product Marketing Manager (2001-2005)**

Led start-up eCommerce division and oversaw conceptualization, development, production, and launch of new products. Managed entire division of PrintMe, an SOA-compliant web-based hosted solution start-up. Evaluated divergent marketing strategies and identified markets with greatest revenue potential. Contracted with 3rd-party company to create unique tracking mechanism. Partnered with Adobe to manage mobile device applications development on multiple platforms, including Palm, BlackBerry, and Windows Mobile. Coordinated engineering efforts with Adobe to effectively integrate web-printing technology into Adobe Acrobat family. Created effective MRDs and PRDs by directing market research, customer surveys, focus groups, and gap analysis. Supervised 10 employees.

- Successfully implemented SOA in over 100 locations of Starwood Hotels and Resorts Worldwide, a premier effort for EFI, by coordinating cross-functional team of engineering, support, and marketing staff.
- Slashed web-based and software application project development timeline from 6 months to 6 weeks.
- Strengthened company's market position by achieving 85% win rate in competitive, head-to-head product evaluations at customer sites.
- Pursued and signed 15 major partners and increased product adoption rate.
- Effectively managed 4 simultaneous high-profile product developments by strategically scheduling launch deadlines and prioritizing competing requirements.
- Generated record-breaking foot traffic in tradeshow by building pre-show buzz through a cohesive, targeted marketing campaign.

**Senior QA Engineer (1998-2001)**

Consulted closely with Japanese OEM customers during new product development to negotiate features, exchange information, and provide product status updates. Supervised junior engineers on test methodologies and procedures, advised engineering team in product development, and assisted program management, marketing, and manufacturing groups in product delivery. Established test phase criteria and developed network test environments in TCP/IP and Novell. Trained cross-departmental employees in QA matters. Spearheaded the first super-high-speed copier project with Ricoh.

- Released new product 3 weeks ahead of schedule and secured a prestigious BERTL award.

**ELECTROGLAS, INC., San Jose, California • 1997-1998**

A provider of equipment for testing the integrity of silicon wafers produced by Intel, AMD, Texas Instruments, and others. Annual sales total over \$200M.

**System Test Engineer**

Coordinated tests in TCP/IP and NETBUEI networking environments. Developed departmental documentation for ISO 9001. Assisted programmers in improving product development and addressed networking problems relating to Probers' environment. Resolved PC hardware and software issues and supported external customers in product assurance.

- Directed Y2K product certification efforts.

**EDUCATION**

**Master of Business Administration in Marketing Management and International Business**

Santa Clara University, Santa Clara, California

**Bachelor of Arts in Physics**

Wartburg College, Waverly, Iowa