

Robert Owen

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DoB: 3rd November 1955 Single, partner

- ***Created & directed world's leading industry-university program***
- ***In parallel, created & ran a successful media business***
- ***Proven record in semiconductor design-in, sales and marketing***
- ***Top performer in talent sourcing, training & mentoring***
- ***Huge personal dynamic: passion, integrity, 'make it happen'!***

Education, qualifications, awards:

1978 BSc (2.1) Electrical & Electronic Engineering, University of Hertfordshire

1984 Chartered Engineer CEng, Member MIET (formerly IEE)

2011 Special award presented by Professor Arie Yeredor, Tel Aviv University

2011 Best Partner Award, Prof. Marius Ottesteanu - Dean, University of Timisoara

Personal

I have run two careers in parallel: one in a hi-tech multinational; from sales to creating the world's leading industry-university program: the other in the dynamic radio business as Chairman, owner and presenter. The first developed my selling, negotiating, consulting and problem solving skills. The second honed my action, business & marketing skills, and gave me pace and skill managing 'creative' people.

I build high-trust, long-term business relationships - across cultures. My personal and intellectual integrity tempers my ambitions. I am well organised, have wide active interests and am an experienced worldwide traveller.

Industrial Career

1996-now **Essaimage Associates Limited**

Consultancy: Industry-University relations. www.essaimage.com

1980-2011 **Texas Instruments** [Employee 1980-1996, Consultant 1996-2011]
\$14bn semiconductors ("microchips") multinational

1994-2011 ***European University Program Manager*** TI's "University Program" is famous worldwide. I created the program from scratch in 1995. From lonely beginnings, I built support in MarCom, Sales & Apps, the Business Units, HR and R&D. The program is now replicated by TI worldwide, involves >12 people, with a \$M's budget. Through Lecturers/Professors, it engages Under-Grad/Grad/PhD students with TI and creates amongst them an instinctive preference to use and design with TI chips, thus growing TI's market share. It also identifies the highest quality talent, and supports IP gathering from research. This program has added proven value to TI. www.ti.com/EUP

I am very well known in academia having made 800+ visits to 500+ Universities and built a network across the EU, E. Europe, Switzerland, Russia, Turkey, Israel & South Africa. Links extend to the US, China & India. Activities include client development, public presenting & seminars, developing distribution partnerships, mass-marketing, setting up teaching labs, motivating students to innovate & develop market-changing projects, and use of new media: websites, videos, tweets & blogs.

I created the "EDERC" conference now in its 8th edition, and launched the "ADC: Analog Design Contest" with ADC3 underway now.

Devised and then managed the creation of all TI's Teaching materials for use worldwide: >13 editions on 5 different platforms.

Seeded and supported over 100 textbooks.

I was at the heart of the detailed annual strategy and goal-setting process at Director & VP level. I reported progress monthly and controlled a budget of ~\$1M.

- 1987-94 ***Japanese Business Manager (Europe)*** Championed the need and was given responsibility for sales to Japanese & Far-Eastern companies operating in Europe. Supervised a team of 12 across Europe, including 2 Japanese staff and another in Japan. Learned I could manage people from varied cultures. Built the business from \$1M to \$25M, then managed its restructuring into the market-segmented sales organisation. Project managed TI's development of custom ASICs for Teletext and NICAM TV stereo sound.
- 1980-87 Technical Sales Engineer then ***Sales Manager*** in Automotive, Consumer, Home Computer and Industrial Markets. Wonderful varied market experience with significant achievements including getting TI products into the Acorn BBC Model B, Ford Sierra and Jaguar XJ6. Recruited & developed people including future TI EMEA directors.
- 1974-80 Sponsored training and degree at Raytheon Harlow (Avionics & Military), and a short fruitless move to London Transport (Signalling).

Parallel Media career

I heard Radio Caroline very young, was captivated by pirate radio, and wanted to be a disc jockey! After my degree I worked as presenter on a ship in the eastern Mediterranean. Then learned from spells in the US and Austria about how a small radio station should run.

1991-2005 **Radio Hertford (Commercial) Limited**

Executive Vice-Chairman & Programme Controller. Started the company (lead executive, 25% shareholder), campaigned to the Radio Authority, won the licence, raised finance, built the radio station. **hertbeat FM** went on-air in 2001. Sold the business for ~£1M (\$1.5M) in 2005. Remained a presenter.

This parallel career gave me experience of all aspects of running a business: high pace action and decision making, managing creative (i.e. difficult!) people, business negotiation & strategy. Responsible for some 50 staff/freelances.

2005-now **Freelance Presenter** of "Jukebox Drive-In" based on the musical inspiration of the mid-60s. Took the Jukebox Drive-In to Biggles FM, Biggleswade when hertbeat became Jack FM. www.bigglesfm.com

Summary of attributes, skills and knowledge

An individual with passion and drive whom people do not forget!

Track record in:

- inter-sector skills interchange
- selling and managing sales teams (new and repeat business)
- managing people and activities across organization and cultural boundaries worldwide
- people selection, coaching and development
- building & running a small business: finance, marketing, operations, marketing, press and PR, promotions etc to many sectors
- negotiation at all levels and of all forms of business contract

Building new business into markets in many countries and industry sectors.

Building a "coalition of the willing" / virtual team by attracting effective support from internal stakeholders – but never an "empire builder"

All forms of marketing, press, PR, promotions, public speaking etc.

Commercial drivers and adding value in all activities

Contribution to growth & market share through skills/talent acquisition and transfer between industry and academia.

Unrivalled knowledge & understanding of Universities & Colleges in Europe, Russia, South Africa, Middle East, & their influence on markets worldwide.

Detailed knowledge of chip companies, their products and their academic programs

Radio business: general management, programming, presentation, production.

Interests: Music, Theatre & Cinema, Fishing, Jogging (>15 miles/week).

LinkedIn - Recommendations & profile: <http://uk.linkedin.com/pub/robert-owen/1/593/433>
