

Robert C.W. Owen

Consultant & Advisor

39 St. Leonards Road,
HERTFORD SG14 3JW UK
m: +44 7836 660551
e: rcwo@rcwo.net
w: www.Essaimage.com

Summary

Robert Owen is a respected marketing professional in the semiconductor industry, with 40+ years driving B2B sales teams, developing sustainable barriers to competition, and engaging academia globally to increase market share. Naturally outgoing, brilliant at nurturing productive relationships across cultures, and the catalyst for innovative solutions. A great communicator, with a 50-year parallel career in radio.

A solid record of people selection, coaching, and mentorship since the 80s, ensures there are many talented individuals in senior roles remaining in contact.

He's analysed markets, crafted well-targeted strategies and delivered successful programmes. Business savvy: established, ran and sold his own start-up.

Energy, enthusiasm, and a "make it happen" mindset, with wise instincts about risks, and the discipline to say "I don't know" rather than bluster.

Seeking part-time roles.

Achievements

- Established a global RISC-V-based course for under-graduate teaching of Computer Architecture & SoC Design – now adopted by 800+ Universities and growing
- Created radio station hertbeat FM in Hertfordshire: formed the team, lobbied for and won the licence, raised £500K, built the station, launched March 2001, ran it for 5 years before selling in 2005
- Recruited, coached and mentored 100+ Sales Engineers and Interns since 1984. Developed a unique, self-sustaining, Student Intern programme, used in 5 companies.
- Between 1994 and 2010, established TI's "DSP" signal processing as the technology of choice in 1,000+ Universities in EMEA, used by more than 40,000 Students every year, and laying the foundations for TI's domination of this technology
- Between 1988 to 1994, grew TI's chip sales into Europe-based Japanese Manufacturers from \$2M to \$25M
- Guided TI's teletext business to number 1 in Europe, beating Philips semiconductors (>\$20M p.a.)
- Won TI's first major design wins in Jaguar (display drivers) and Ford Europe (microcontrollers)

Sectors

- Semiconductors: DSP/MCU - Embedded Systems, IP, Tools
- Education: visited 800+ Universities worldwide
- Radio Broadcasting: finance, management, licencing, programming & presentation (UK, Austria, USA & Israel)

Skills

- Marketing, Communications, Cross-Cultural Enablement, Professional Sales/Biz Dev, Competitive & Strategic Analysis, Training Coaching & Mentoring
- Essaimage Associates – Consultancy. Established June 1996, to date

Clients

- Semiconductors: Texas Instruments, Xilinx, Dialog, Microchip, SDRplay
- Distribution: RS Components, Conrad
- Intellectual Property ("IP"): Arm, Imagination Technologies
- Energy Conversion & Harvesting: Syndem LLC, EnOcean GmbH, Caterna GmbH (now Alelion)
- Food: Gruma Europe
- Instrumentation: Digilent (USA)
- Broadcasting: hertbeat FM, University of Northampton

Network

- LinkedIn: 2,350 personal contacts
- Higher Education list: ~2,500
- Face to face visits: all Europe, Turkey, Israel, South Africa, Japan, China, Taiwan, India and the USA