

# Nick David

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## Overview

I am experienced in global strategies, sales, marketing and management. Key experience in Asian, European and American markets.

Experience with the telecoms, consumer, automotive and toy markets.

A fully qualified engineer capable of delivering direct engineering input to all customer meetings thus giving a good and knowledgeable appearance of the company to the customer base while also generating meaningful feedback for the company.

Career experience has been in engineering, sales, marketing and management.

## Experience

1999 –                                      Sensory Incorporated      Santa Clara, CA, USA.  
International Sales & Field Application Engineer  
*Manufacturers of Low Cost Speech Recognition ICs  
and Embedded Software Solutions*

Hired directly by Sensory as the engineering arm of a new international sales strategy which during the first year doubled the dollar value to that of the previous year(s). To accomplish this I was involved in the training and setting up of an international, technically sound sales and engineering group. Each representative was chosen as a leader in their specific market area and were yet small enough to remain focused on a product that was potentially difficult to sell. Selection and training was provided on a custom basis following evaluations of their countries market areas.

Groups were trained in the RSC, VA and Fluent technology programming languages, speech and noise signatures, noise and error handling techniques, noise-free analogue and digital circuit design and MMIs, given the unique-ness and technical complexity of our products.

Being in a major customer focused position I also played a major role as to the input to the specification of new product lines and their functionality thus ensuring the companies road map tracked that of customer requirements.

Experience  
(Cont'd)

1997–1999                      Sequoia Technology Limited                      Reading, UK  
Field Applications Engineer and Product Marketing Executive  
*UK Distributors of Niche Semiconductors*

My responsibilities included full engineering support for certain product lines including that of CommQuest, ISD, Sensory, SiRF Technology and XaQti. Limited engineering support for other product lines including Benchmarq, Cirrus Logic, Crystal, Schott, Power Integrations, Xicor, Sanyo, Sharp, IBM, and IMP. Full support meant liaison between the US manufacturer and Sequoia, it also included engineering support, the training of sales personnel and generation of the UK marketing strategy. The other listed product lines took on a more supportive role, another person would control the line and I was cross trained technically to offer support in their absence. Other responsibilities included website and exhibition design.

1994–1995                      Laboratoire IXL                      Talence, FRANCE  
Researcher

Many methods have been developed for analogue circuit testing, however many require too many test points and extensive complicated computation. The size of modern circuits has also meant the 'bed of nails' method has become impractical. My responsibility was to research the use of the pattern recognition capabilities of artificial neural networks to diagnose faults by associating patterns in test response data.

1994                                      Oceantec                                      Liverpool, UK  
Engineer

Part of a two man team upon the deep sea exploration vessel—'Zealous'. The role being to re-commission the life support systems and the dive bell units for deep sea operations, part of this time was in the North Sea.

Education                      1991 – 1996                      Sheffield Hallam University                      Sheffield, UK

- ***Bachelor Degree:***  
***Beng(Hons) Electronic Systems and Information Engineering***  
(Sandwich Course; Year Three spent in Bordeaux France)
- ***BTEC Higher National Diploma:***  
***Engineering (Electronic & Electrical)***  
Completed with fourteen merits and three distinctions, primarily in Power Electronics, Programming, Microelectronic Systems, Digital Communications, CAE, CAD, Control, and Project Work.

Education (Cont'd)      1989 - 1991                      King George V College                      Southport, UK

King George V College  
*Scarisbrick New Road, Southport, MERSEYSIDE, UK.*

A-Levels:              Computer Studies, Maths (Pure & Applied) & Physics (Syll. B)  
G.C.S.E.:              English  
RSA:                      Computer Literacy & information Technology

1984 - 1989                      Formby High School                      Formby, UK

Formby High School  
*Freshfield Road, Formby, MERSEYSIDE, UK.*

G.C.S.E.:

CDT Technology, Computer Studies, Mathematics, Biology, Chemistry, English Lit.,  
Geography, Physics, Oral Communications

Professional  
Memberships

- The Institute of Incorporated Engineers                      - Since 1993
- The Institute of Electronics and Electrical Incorporated Eng.'s                      - Since 1991
- Member of the Young Members Steering Committee IIE                      - '98 / '99

Publications

*'Diagnosis of Multifaults in Analogue Circuits using Multilayer Perceptrons'*  
IEE Proc.-Circuits Devices Syst., Vol. 144, N<sup>o</sup>. 3, June 1997.

*'GPS for the masses wherever they are hiding...'*  
Components in Electronics, P6, June 1998.

I have also been acknowledged in a publication for my assistance. I translated the document from French to English for an IEE conference. The article was called, 'New Methods for Determining the Number of Effective Bits of an A/D Converter Based on Eigendecomposition'.

## Interests

### *Parachuting and Skydiving*

Category 10 skydiver with full FAI International C-Licence. Competitions entered include British National Championships. I also held the position of chairman of Sheffield Hallam University Parachute Club for 3 years before living in France for a year.

### *Skiing*

I am a particularly keen skier (snow). I also enjoy teaching the sport to beginners and can usually get them to a competent standard quite quickly.

### *Marine Activities*

- *Jet Skiing*  
I enjoy Jet-skiing with my custom built race jet-ski.
- *SCUBA diving*  
I also hold an advanced diver qualification for SCUBA diving. With specialty qualifications in Boat, Wreck and O<sub>2</sub> Provider. While in the USA set up the Dive Club of Silicon Valley.

### *Motor Sports*

I enjoy motor vehicles and am currently modifying a '96 Suzuki GSX-R750.

### *Flying*

I currently hold a full FAA private pilots licence (Single Engine Land) and a class 2 medical (Commercial).

## **Other Qualifications and Interests**

Mitsubishi Microcontroller Training Course; held at Mitsubishi Hatfield UK, Oct '98  
Driving Licences for both motorcycles and Motorcars in both US and UK.  
International Sport Parachutists Licence

## Interesting Career Quotes

In September 2000 I was invited to speak at a conference in Hong Kong, the following year my superior spoke, he had the following to say:

*Wed 9/5/2001 6:03 AM*

*Hey Nick,*

*Just a quick note to tell you that everyone in Hong Kong is really impressed with you, your knowledge of our products, your enthusiasm and humor. Several people at the seminar told me that they were looking forward to attending this year again to hear your speech as it was the best speech at last years - I had a lot to try and live up to.*

*Good work, keep it up and close those deals!*

*Jeff*