

## **JACK MICHEAL**

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### **Experience SUMMARY**

Top producing international technical sales, marketing and business development executive that prides himself on exceeding expectations. Possess global experience, strong business acumen and a very broad technology background encompassing semiconductor capital equipment, high value instrumentation, high performance computing platforms, electro-optical systems, life science and medical systems, nanotechnology, flat panel displays and engineered materials. Have a proven record of accomplishment piloting innovative technology solutions into new and existing markets. Accomplished at identifying and capturing major new customers, significantly growing revenues, penetrating new markets, securing new business alliances, consultative selling, C-level sales, managing challenging sales situations and mentoring associates. Viewed as a trusted advisor, a creative and dynamic thought leader, and a high impact contributor by clients, colleagues and industry associates.

### **Professional Highlights**

#### **Mercury Computer Systems, Inc., Campbell, CA**

##### **Director, Business Development, Advanced Imaging Group, Oct 2005 - Oct 2008**

Identified and captured new commercial opportunities in embedded high performance computing (HPC) for this medium sized public company. Reported to the Director and GM of the group. Primary activity focus was semiconductor inspection, direct write E-beam, optical lithography, EDA, medical imaging and HD video markets. Provided ready access for the sales team to C-level decision makers using my extensive industry contacts and consultative sales skills across diverse technology domains. Maintained hands-on client relations leadership insuring effective capture, technical program management and client retention. Achieved multiple penetrations of advanced HPC technology into major international customers in Europe and Asia.

- Identified and closed major new business deals in growing international markets worth over \$5 million annually in HW and SW services
- Led cross-functional capture teams and won green-field opportunities for Mercury in EDA, HD video and semiconductor lithography and inspection markets
- Developed highly effective presentation and collateral materials for addressing commercial high performance computing markets
- Trained the technical sales team in solution selling to new and unfamiliar markets
- Raised the Mercury brand profile and captured new users in the HPC community
- A specific client relations success helped Mercury secure an IBM Partner of the Year Award and a testimonial which is highlighted at their website

#### **Tegal Corporation, Petaluma, CA**

##### **Corporate Vice President, Marketing & Sales, 1996 - 2005**

##### **President, Tegal Japan, Inc., 2001 - 2005**

Key member of the executive staff of this etch and deposition equipment manufacturer. Joined the company as Vice President of Worldwide Sales and was promoted in January 1998. Reported to the Chairman and CEO. As change agent, successfully shifted Tegal's focus from intensely competitive mainstream silicon applications to new technology areas where Tegal could capture

market share using proprietary etch and deposition approaches. Consistently delivered revenue of over \$30 million annually during challenging industry wide economic conditions.

- Conceived and implemented Tegal's global business strategy in pursuing advanced new-materials etch and deposition opportunities
- Negotiated and closed multi-million dollar deals for Tegal's equipment at leading semiconductor, wireless, MEMs, RFID and nanotechnology companies around the world
- Planned, directed and managed a department budget of over \$5 million
- Motivated, mentored and led a staff of 30 associates at branch offices throughout the semiconductor-producing world including international sales, marketing and customer applications engineers
- Directed all elements of the marketing mix including tradeshow, marketing communications, PR and certain investor relations activities
- Assisted with merger and acquisition explorations and due diligence
- Under my leadership, the company earned the VLSI Research #1 ranking for excellence in customer service for 4 consecutive years.
- In addition, served as interim president and managing director of Tegal's Japanese subsidiary for four years

### **MRS Technology Inc., Chelmsford, MA**

#### **Vice President Marketing, Sales & Customer Support, 1988 - 1995**

Recruited to lead worldwide sales, marketing, and business development activities for this venture funded flat panel display (FPD) microlithography equipment manufacturer. Devised the sales strategies and tactics which allowed MRS to win against established Japanese competitors in the US, Europe and Asia. Conceived and created a successful sales campaign, capitalizing on DOD requirements and the competitive importance of FPDs to the US economy. Gained MRS needed visibility and funding from the investment banking community and other stakeholders resulting in a successful \$30 million IPO in 1992.

- Closed multiple initial product orders for \$3 million lithography tools aimed at large area LCD production in Europe, Asia and the USA
- Negotiated and secured a multiple year \$15 million dollar DARPA research and development contract for novel stage technology
- Secured additional equity funding in the form of a multi-million dollar investment deal with Carl Zeiss/JENA
- Recruited, selected and trained a network of direct salespeople and representative organizations in Europe, Korea and Taiwan
- Organized and staffed the overseas customer support operation
- Developed (and maintain) an extensive worldwide network of C-level executives in the FPD, optics and the microlithography community

### **Leica, Inc., Rockleigh, NJ**

#### **Regional Manager, 1984 - 1988**

Directed the optical and medical equipment sales and technical service organization for the largest region in the Leica organization. Grew sales over 50% to the microelectronics, metrology, medical and research markets. Managed a staff of 20 sales, service and applications engineers along with administrative and support personnel.

- Retrained and motivated a lagging sales group and recruited new contributors increasing sales in the region by 50% in four years
- Captured new customers for newly introduced multi-million dollar mask metrology tool against entrenched competition
- Served on the corporate strategic planning team for microelectronics, metrology and inspection equipment
- During my tenure secured the largest long term corporate service contract ever obtained by Leica (at IBM, San Jose)

**GCA Corporation, Andover, MA**

**Senior Account Manager, 1982 - 1984**

Reported directly to the Vice President of Sales. Focused my efforts on new business development for wafer steppers in Asia. Headed a successful international marketing and sales effort to penetrate the then nascent Korean market. Established a beachhead for GCA in other Pacific Rim markets.

- Successfully reinvented myself and transitioned from materials marketing and sales into international high-ticket capital equipment marketing and sales

**J.T. Baker Chemical Co., Phillipsburg, NJ**

**Business Segment Manager/Regional Manager, 1974 - 1982**

Starting as an entry level chemist held numerous increasingly responsible positions with this fine-chemicals division of pharmaceutical maker Richardson-Vicks. With encouragement from a mentor, moved to a successful sales and marketing career path. Won Top Gun salesman honors in 1977 while completing an MBA in the evening. Promoted to headquarters in 1978 and led the electronics materials business segment with full P&L.

- Conceived and led a diversification strategy away from commodity chemicals into proprietary products such as electronic and photolithographic chemicals
- Grew business unit to greater than \$10 million annually from \$3 million.

**Education**

**University of Pittsburgh, Pittsburgh, PA**

**B.S., Chemistry, Minor: Asian Studies, 1974**

GPA: 3.49

**Rivier College**

**M.B.A., Marketing & Management, 1978**

GPA: 3.89

**Affiliations**

- Society for Photo-optical and Instrumentation Engineers (SPIE)

- Institute for Electrical and Electronic Engineers (IEEE)
- Semiconductor Equipment & Materials International (SEMI)
- Society for Information Display (SID)
- American Electronics Association (AEA)
- Sausalito Art Festival - Member, Board of Directors; President 2004 event
- Sausalito Yacht Club - Member, Board of Directors; Commodore 2007
- Sausalito Chamber of Commerce

## **References**

References & Publications - Available upon request

*Keywords: business development director, VP Sales, VP Marketing, regional sales director, technical sales manager, marketing manager, key account manager, international sales manager, global sales, key account executive, electronic equipment sales, capital equipment sales, senior sales engineer, optical equipment sales, high performance computing sales, computer sales, medical equipment sales, performance chemical sales, electronic chemical sales, nanotechnology, robotics, lithography, metrology, microlithography, lasers, e-beam, masks, life sciences, MEMS, flat panel displays, sensors, motions and controls, HD video*

