

# PING HSU 徐炳楠

## Contact

### Address

No.19, Lane 10, Alley 194, Kao-Feng Rd, Hsinchu City, Taiwan

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## Skills

Technical expertise in Semiconductor, MEMS Mirrors, LED, Optical Communication, Laser, Solar Energy, and thermal sensors industries.



Proficient in project management, sales strategy development, and solution selling.



Strong communication and collaboration skills



MS Suite, Adobe Suite, Sales Fore/Hubspot CRM, Dial-lux, SolidWorks, L-Edit, AutoCAD, Sketchup Pro, Cap Cuts, Wordpress, C++/Java, html



K&S Wire-bonding, Die-bonding, Hermetic Seal Capping, Laser cutting/Laser Marking



Leadership



Dynamic executive with over 19 years of leadership experience across diverse industries including semiconductor technology, sensor design, and corporate management. Recognized for spearheading strategic initiatives, driving substantial revenue growth, and optimizing operational efficiency. Skilled at leading cross-functional teams, fostering innovation, and building strong stakeholder relationships to achieve business objectives. Demonstrated track record in business development, market expansion, and operational excellence. Versatile managing director with proven abilities across all levels of organizational management. Talented in developing partnerships, overseeing personnel, and developing tactical plans to meet strategic goals. Proven leader with a significant background in business development and market expansion.

## Work History

2023.04 – Current **Managing Director**

[Precision Sensors Design, Inc](#)

- Spearheaded strategic planning and executed business initiatives, achieving a 20% revenue increase within the first year
- Led and mentored a team of +9, fostering collaboration and innovation to drive company growth and employee development
- Developed and implemented cost-saving measures, significantly reducing operational expenses while maintaining high productivity and quality standards, including self-training to become proficient in senior wire-bonding, capping, process, and mechanical engineering within 3 weeks
- Innovated the development and maintenance of company website, social media platforms, and brand imaging videos and posts to enhance visibility and engagement, effectively generating leads from prospective customers.
- Developed comprehensive business plans, outlining long-term goals and actionable steps toward success.
- Cultivated a strong organizational culture built on integrity accountability teamwork which resulted in higher retention rates among staff.
- Strengthened client relationships with regular communication, timely project delivery, and high-quality services.
- Delivered consistent revenue growth by identifying new business opportunities and expanding service offerings.

Team-Oriented



Creative Thinker



Innovative Problem Solver



Strategy



Performance Tracking



Relationship-building



Organizational



Prospecting and Lead



Generation



Negotiation Skills



Client Relationship  
Management



2005.08 – Current **CEO, Operation Director, Sales, Buyer, FAE**

[SensLite Corporation](#)

- Engaged in all aspects of business development, including market research, finance, operations, procurement, and marketing, ensuring alignment with company vision.
- Developed and implemented a strategic growth plan, resulting in a 500% increase in annual revenue within the first year of tenure
- Led cross-functional teams to streamline operations and improve efficiency, resulting in a 15% reduction in operational costs
- Cultivated relationships with key stakeholders and industry partners to drive business development opportunities and expand market presence
- Successfully acquired and managed key customers from Japan, Southeast Asia, Korea, UK, US, and Russia, leveraging tailored sales strategies and market insights.
- Developed key operational initiatives to drive and maintain substantial business growth.

2016.01 – 2022.02 **Country Manager**

[Mirrorcle Technologies](#)

- Managed all customer relationships across Taiwan territory, ensuring exceptional service and satisfaction.
- Oversaw semiconductor foundry management, ensuring efficient production and delivery of high-quality products.
- Handled procurement for all research and development parts, optimizing costs and ensuring timely availability.
- Cultivated strong vendor relations with stakeholders, fostering collaborative partnerships and driving mutual growth initiatives.
- Led strategic initiatives to expand market presence and achieve business objectives in Taiwan, leveraging in-depth industry knowledge and expertise.

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## Education

1998.01-2001-12 **Telecommunication**

*Michigan State University*

2001-01-2003-12 **Master of Computer Information System**

*Golden Gate University*

