

Ping Hsu



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Professional Summary:

Dynamic executive with over 19 years of leadership experience across diverse industries including semiconductor technology, sensor design, and corporate management. Known for spearheading strategic initiatives, driving substantial revenue growth, and optimizing operational efficiency. Adept at leading cross-functional teams, fostering innovation, and building strong stakeholder relationships to achieve business objectives. Proven track record in business development, market expansion, and operational excellence.

Develop Clients across LED/III-Vs/Solar/High Power Laser/MEMS industries, notable clients include:

Kimberly-clark, VisEra, FOCI, Liverage, Swift Energy, Mospec semiconductor, InJECT, Wooriro, VIVE, FIC, BMW, HASCO, Lassard, Google, Asia Optical, GiS, Coretronic, Cyntec, Liteon, EOI Excellence Opto. Inc., Chroma ATE, Medimaging Integrated Solution, Zvision, Innoviz, Industrial Technology Research Institute (ITRI), NTU, NYCU, NTHU, NCKU, NCU, FCU, CYCU, NTUT

Key Skills and Achievements:

- **Strategic Leadership:** Successfully led multiple organizations through strategic planning and execution, resulting in significant revenue increases and market expansion.
- **Operational Excellence:** Developed and implemented cost-saving measures, reducing operational expenses while maintaining high productivity and quality standards. Self-trained in advanced engineering disciplines to enhance technical expertise.
- **Innovative Solutions:** Pioneered the invention of a production laser marking system with custom features to meet specific customer requirements, enhancing production readiness and customer satisfaction.
- **Business Development:** Engaged in full-spectrum business development activities including market research, finance, operations, procurement, and marketing. Implemented growth strategies that resulted in substantial revenue growth and improved operational efficiency.
- **Stakeholder Management:** Established and maintained strong relationships with key stakeholders, including customers, vendors, and industry partners, driving collaborative partnerships and securing new growth opportunities.
- **International Management:** Managed operations across Taiwan territory, overseeing customer relationships, semiconductor foundry management, and procurement activities, leveraging industry knowledge to achieve business objectives.

Work experience

2023-2024.10

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.

- Self-invented a production laser marking system with custom toolings and additional features to ensure rapid adaptation to meet customer's specific marking requirements and enhance overall production readiness.
- Established and maintained relationships with key stakeholders, driving business development and securing new growth opportunities.

2005 – 2023.04

Managing Director, Sales, Procurement, Customer Support

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.

2016 – 2022

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.

Education:

Golden Gate University	Master of Computer Information System	2001~2003
Michigan State University	Telecommunication	1998~2001

Skills:

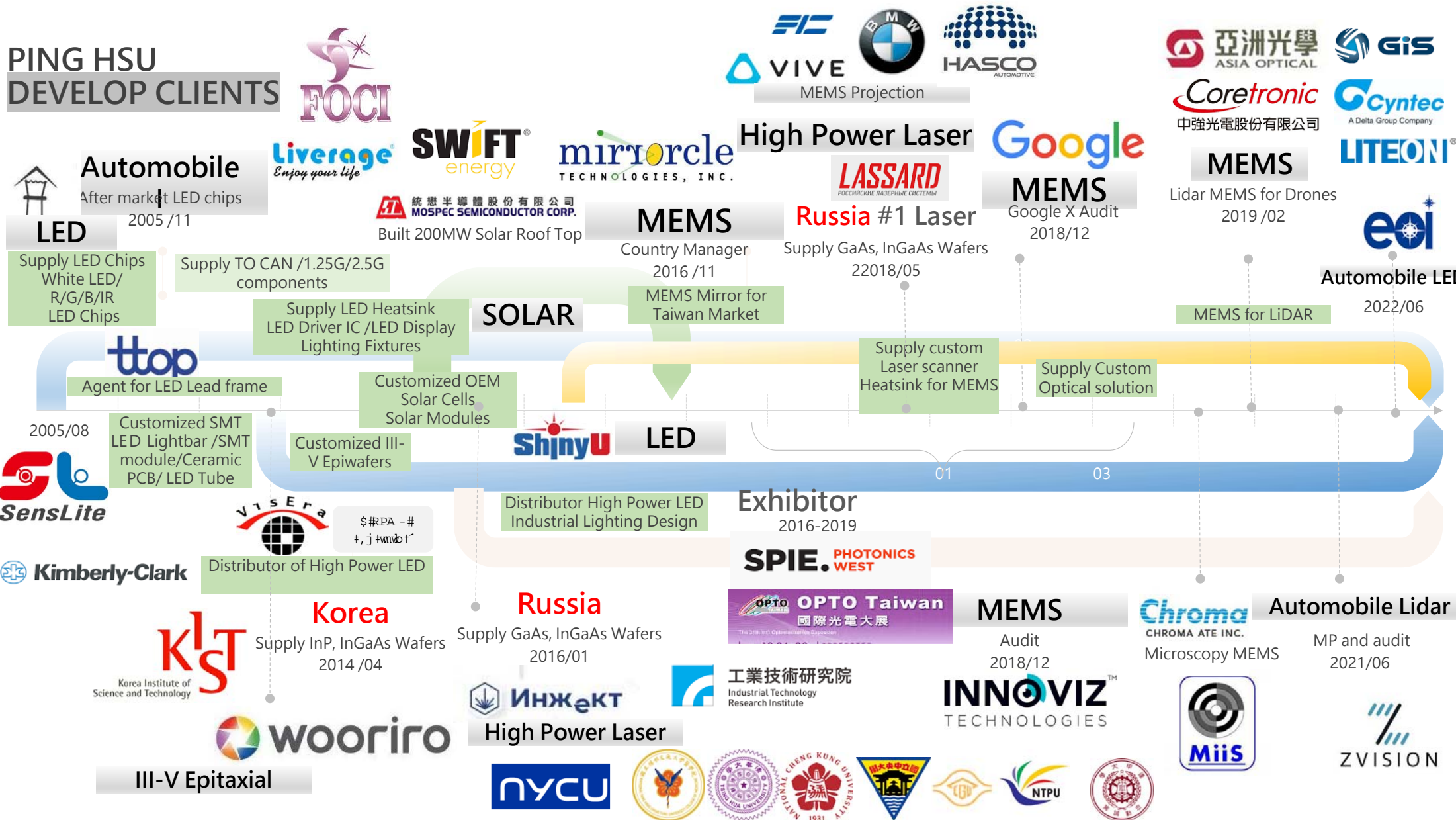
- Technical expertise in semiconductor, MEMS, LED, optical communication, photonics, thermal sensors, and solar industries.
- Proficient in project management, sales strategy development, and solution selling.
- Strong communication and collaboration skills.
- Microsoft Office Suite (Word/Excel/Access/Publisher), Adobe Suite (PS/AI/LR/DW),Sales Force/Hubspot CRM, Dial-lux Lightroom, SolidWorks, L-edit, AutoCAD, Sketchup Pro, Cap Cuts, WordPress, C++/Java, html
- K&S wire-bonding, Die bonding, Metal Can Capping, Laser marking/Cutting

Strengths:

#Leadership #Sales #TeamOriented #Creative Thinker #Innovative problem solver #Strategy #Performance Tracking #Salesforce Reporting & Dashboard #Relationship-building #Communication #Organizational #Cross-Functional Collaboration #Process Improvement #Prospecting and Lead Generation #Salesforce
 #negotiation skills #closing deals #client relationship management and sales pipeline management.



PING HSU DEVELOP CLIENTS



PING HSU AS ENGINEER



Wire-Bonding

Laser Marking



Self-learn
KNS Wire-Bonding

Become
Intermediate
KNS Wire-Bonding

Advance
KNS Wire-Bonding

Define Mass
Production Parameters

Self modified/make/invent/design a multi-laser marking system

Design/Make/Integration/Solution

2023/07 2023/8 2023/9 2023/11 2024/02 2024/09

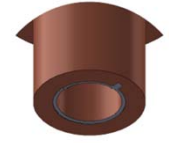


Die-Bonding Wire-Bonding Capping



Trained for new
Die-Bond
Wire-bond
Capping equipments

Become Intermediate User



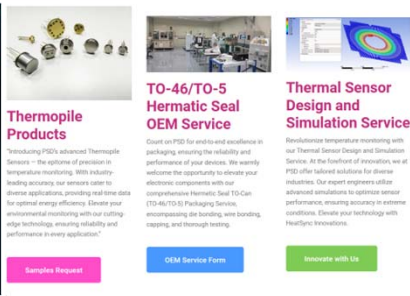
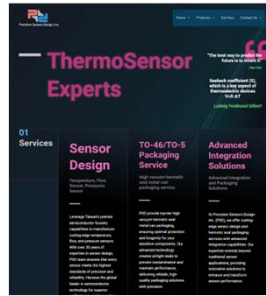
Design/Draw
Special Electrode

Become Advance
Equipment User
Self-calibration

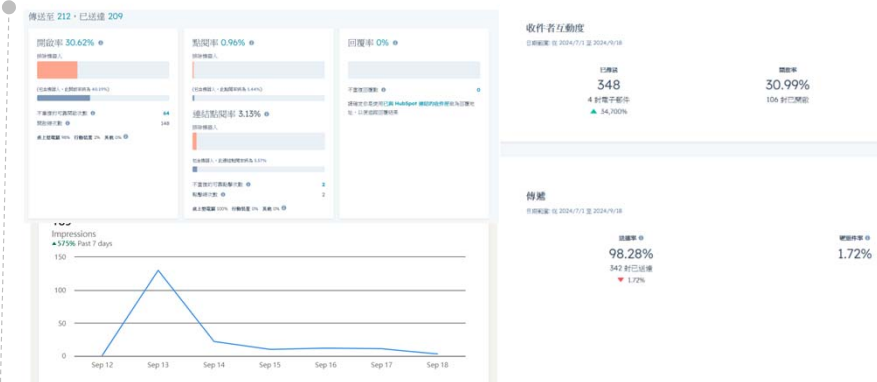
Capping

Improve Quality
MIL-883E Pre-qualify

PING HSU AS MARKETER



Analytics



Self-motived Marketing campaign

Brand Image Website

Brand Image/loyalty, Target Audience, Brand Positioning, Content Marketing, SEO, Social Media MKT, Analytics, CTA, Lead generation, Customer engagement, email Marketing



Content Creation

YouTube Videos

