

# MARC J.M. VAN WONTERGHEM, ING.

BUSINESS DEVELOPMENT MANAGER • HI-TECH INDUSTRIES

Bruges Area - Belgium, Europe

Mobile: (+32) 473-622 021

VanWonterghemMarcJM@Gmail.com

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## PROVIDING BEST-IN-CLASS INTERNATIONAL BUSINESS (DEVELOPMENT) MANAGEMENT ACROSS MULTIPLE HI-TECH ENVIRONMENTS

- An innovative senior business leader with a 25+ year track record of Hi-Tech Go-to-Market Management •
- Successfully merge Sales, Business Development, Key Account & Distribution Management expertise with demonstrated capabilities in commercial team coaching, technical support organization and P&L maximization •
- Build high-performance teams by adopting the management vision into a mission by business segment •
  - In charge of drive for tangible accomplishments, counterbalanced by an equal drive for correctness •
  - Keen to challenge the status quo when necessary •

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## SEEKING A FULL TIME OR INTERIM EMPLOYEE ROLE AS... (International) Go-to-Market Business Manager or Project Consultant

- Related to Export, Business Development • Global Key Accounts •
  - Open to Agent & Distribution Management •
  - Preference to work for a Hi-Tech Industry •
- Interest to work on overall company results (Revenue & P/L) •
  - Using acquired skills & competences •
  - Sound understanding on technical matters •
- Coaching 16P personality style, esp. on people management issues •

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## CORE COMPETENCIES

- Strategic and Tactical Business Management
- Cross-border Partnerships & Market Entry
- Management, Resource Allocation & Planning
- C-level & Media Relations Management
- Local & International Go2Market Team Building
- Commercial Talent Acquisition & Retention
- Key Account Miller Heiman Sales Methodology
- International Distribution Management
- Attracting market interests via Public Speaking
- 12+ years' Work Experience in Asia, 2 years in Switzerland
- 25+ years' Hi-Tech Industry exposure, 4+ languages
- Expertise: Electronics, IoT, Renewables & Energy Efficiency

*"Marc was key to developing the DSL Chipset deployment strategy in his role as Director of Marketing Asia. Marc demonstrates a disciplined focus in creating and executing to strategy, working across a large matrixed organization. He is a senior resource and will be an asset to any entity that is looking to either create or ramp a new Product Line"*

**– Irvind S. Ghai, VP Qualcomm**



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## SELECT PERFORMANCE HIGHLIGHTS

- Added 20+ new ODM Key Accounts for a major semiconductor SoC (System on Chip) solutions provider in Asia, which lead to add 100+ M USD annual sales in 2 years' time, by leading and coaching a dedicated Go-To-Market Sales and Application support team and very intensive Client visits all over Asia •
- Reorganized Asia's Go-to-Market Sales & Business Development Actions for a leading semiconductor firm towards its worldwide Top 50 EU/US Clients active in the region by realigning overseas support to those teams in need. This lead to tripling the pipeline of new design-in to design-win from 60+ MUSD to nearly 180 MUSD within 1 year •
- Successfully brought a new DVB-T solution out of the Shanghai based labs into new series of Smart TV solutions for the European Market by orchestrating and streamlining Key Technical Support Matters towards EU TV OEMs and by coaching the technical teams in Shanghai as well as on-site with the Clients. This reversed the downtrend in Sales into a never seen increase adding 40+ MUSD annual revenues within 12 months •
- Set up a new global network of Agents and Distributors for a start-up in Renewable Energy Solutions incl. appropriate selecting and coaching Agents, taking public speaking slots and doing very intensive series of Client visits. This lead to increase show first revenues of 10+ MUSD having laid the ground for 30+ MUSD for next 2 years to come •
- Started Alcatel's new Microelectronics Division in China incl. Sales, Distribution, Field Application Support, IC design center, thus opening doors with Key Accounts such as Huawei and ZTE. This lead to add 80+ MUSD Annual Sales of Hi-Tech System on Chip solutions within 2,5 years •

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## CAREER CHRONOLOGY

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|---|-------------|
| <b>Go-to-Market Project Manager/ Interim Consultant</b> , PROJECT BASED (T-INTERIM, IMEC, UGENT,.. - BELGIUM, EUROPE  | 2016 - 2018 |
| <b>International Business Development Manager &amp; Sales Director</b> , BEP EUROPE (E-RATIONAL) - BELGIUM, EUROPE    | 2013 - 2015 |
| <b>Deputy Sales Director Europe</b> , STATS CHIPPAC INC. - GENEVA, SWITZERLAND  | 2011 - 2012 |
| <b>Managing Director, European Clients</b> , TURNFUND (SHANGHAI) CONSULTING, LTD - SHANGHAI, P.R. CHINA               | 2009 - 2011 |
| <b>Area VP Sales &amp; Application Support Europe &amp; SE-Asia</b> , TRIDENT MICROSYSTEMS INC - SHANGHAI, P.R. CHINA | 2008 - 2009 |
| <b>Asia Director Sales - Transnational Accounts</b> , FREESCALE ASIA HQ - SHANGHAI (PRC), HKG, TAIPEI, SINGAPORE      | 2006 - 2007 |
| <b>Asia Director Sales - Broadband DSL</b> , TEXAS INSTRUMENTS ASIA HQ- SHANGHAI (PRC), TAIPEI, SINGAPORE             | 2003 - 2005 |
| <b>Asia VP Sales Broadband CPE</b> , ALCATEL ASIA HQ - SHANGHAI, P.R. CHINA   | 2000 - 2002 |
| <b>China Director Microelectronics Division</b> , ALCATEL CHINA HQ - SHANGHAI, P.R. CHINA                             | 1999 - 2000 |
| <b>Northern Europe Manager, Sales &amp; Application Support</b> , ALCATEL MICROELECTRONICS- BRUSSELS, BELGIUM         | 1996 - 1998 |
| <b>Alcatel ww Key Account &amp; Program Manager</b> , ALCATEL MICROELECTRONICS- BRUSSELS/LOUDEN, BELGIUM              | 1989 - 1996 |
| <b>Benelux Sales &amp; Business Development Manager</b> , ALCATEL MICROELECTRONICS- LOUDEN/BRUSSELS, BELGIUM          | 1986 - 1989 |

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## COMPETENCES

### Business Consultancy Competences

- Acquire new Customers and close MoU deals • Hands-on Customer Relationship Management •
- Co-ordinate Go-to-Market Initiatives & Team Work •

### Chief Commercial Responsibilities Competences

- Define yearly commercial strategy & action plan • Align sales targets & organize related activities •
- Coach Key Account & Distribution Managers • Set up Export Initiatives •

### **Technical - Commercial Representative Competences**

- Analyze Customer Needs, design Client proposals • Contributions to Marketing & Communication Initiatives •
  - Organize & Lead Agents & Distributor Meetings •

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### **SKILLS**

- Team Management, Integrity, being Result oriented •
- Achieve (Sales & other) Targets together with the team •
- Create peace and working structure in the organization •
  - Hands-on spirit, bring energy to new Initiatives •
  - Coaching people, Change Management •
- Set up a new Go-to-Market Organization (EU, China/Asia) •
- Uncover, bring on board and coach Agents & Distributors •

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### **PROFILE**

#### **Sales & Go-to-Market Management in Hi-Tech Industries**

- Familiar in various domains of technology such as but not limited to Electronics, IoT, Mechatronics •
  - Recent area of activities in Renewable Energy Solutions and Energy Efficiency Matters •
- Offering a wide experience in Solution Selling, esp. when dealing with OEM and Key Accounts •

#### **Always open and ready to further optimize the incumbent Go-to-Market organization**

- By setting up new business development Initiatives •
- By making new suggestions for Marketing & Customer Service Organizations •
- By developing new Sales Strategies and translate these into action plans for KAM, Agents & Distributors •

#### **Analytic mind, result oriented solutions seeker, people manager**

- Expertise is setting up new organizations •
- Love cross-functional teams to work on Client matters •
- Pragmatic team coach, hands-on when needed, Creator, always open to learn new things •

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### **EDUCATION**

#### **Master of Science in Electronics Engineering (EE) - UGent Campus Schoonmeersen**

- <https://www.ugain.ugent.be/opleidingen/aanbod/eei2015/eei2015.pdf> • 1982-1986 • Degree 780/1000 •

#### **License Spéciale en Management - Université Saint Louis Bruxelles**

- Post Graduate Management Courses Brussels • <http://www.usaintlouis.be> • 1992-1994 • Certificate •

#### **Energy Efficiency In the Industry - UGent Technology Park, Zwijnaarde**

- <https://www.ugain.ugent.be/opleidingen/aanbod/eei2015/eei2015.pdf> • 2015-2016 • Certificate •

*“Marc stepped in to help my company sell its new line of next-gen consumer electronics products. Marc proved to be a brilliant door opener and displayed the full power of his extensive business network. Within less than a week he had us talking face-to-face with the key decision makers in numerous ideal multinational targets as well as several sources of financial backing”.*

**– Richard Ireland, Marketing Manager Shanghai9**

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## LANGUAGES & IT

### Languages

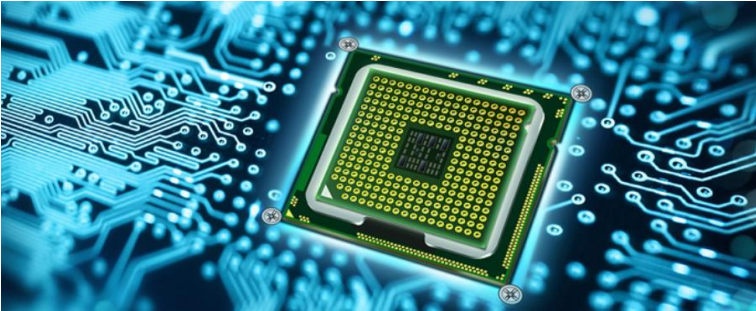
- Dutch, English, French, German & some (survival) Chinese •

### IT skills

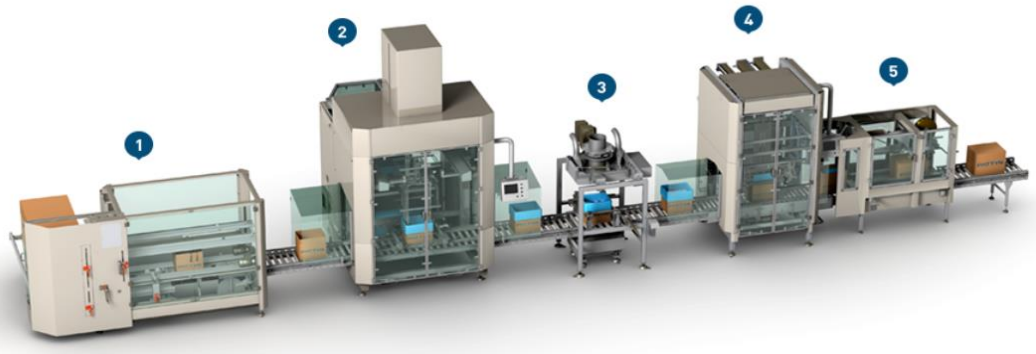
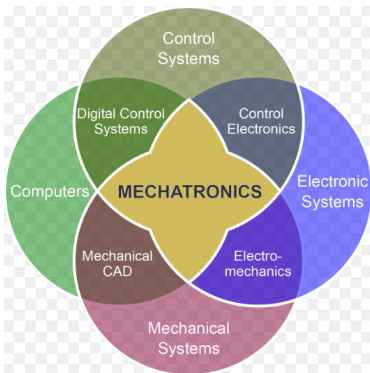
- MS Outlook, Word, Excel, PowerPoint •
  - LinkedIn, Skype, WeChat, WhatsApp, Moovly •
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## PAST INDUSTRIES EXAMPLES

- Hi-Tech Electronics • IoT • Consulting R&D Centre spin-outs •



- Mechatronics & Machine building •



- City Infrastructure Advisory • Energy Efficiency • Blue Energy •



*“Marc’s ability to get things done left a deep impression on me. He wisely started working on the largest potential Clients in Germany and Turkey and managed to get our solutions launched in several new series of TVs at the IFA show in Berlin. After that, we concurred more European and Japanese Tier-1 Accounts in Holland, Belgium and Spain. Marc is culturally very savvy. He knows when to speak, but more importantly when to listen to the Clients. He got the things properly handled with support from internally both out of Asia and from our US HQ. Our revenues in the region Marc was assigned to, then surged. Last but not least, it is always fun to be coached by Marc while on a business trip”.*

**– Joy Tang, Applications Overseas Manager Sigma Designs**