

# ROBERT W. RICHARDS

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## OBJECTIVE

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Challenging work in Management, Engineering, Sales, Marketing, or Training.

## QUALIFICATIONS

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**Strong multi-discipline Technical background** in Analog, Digital, Tooling, Technical Writing and Software.

**Extensive Computer Systems experience**, Minicomputers, PCs, Bus Based Customs, DOS, Windows, UNIX and work a likes, RMX, CAD/CAM, more.

**Effective Presentation, Speaking and Training skills:** Pre and Post Sales, Trade Shows, Maintenance Classes.

**Relationship, Team Builder and Solution oriented**, Organizer of multi-vender projects, National FAE and Sales organizations, Customer Service Groups, Multiple management roles.

## FUNCTIONAL SUMMARY

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**Created whole Infrastructures for Sales, Marketing, System Configuration and Customer Support.**

- Organized a National Rep Sales group, International Distributor group and provided product training. Increasing sales an average of 19% a month for over 2 years.
- Relocated and opened a direct sales office in New England, Silicon Valley East.

**Built a Value Added Structure within the Distributor Model with an Intel priority.**

- Wrote procedures and carried out quarterly testing for the Mil-Spec distribution warehouse.
- Set up and ran a systems integration, testing and value added lab. Sales were over 250K the first year.
- Our Intel marketing group moved the line from 6<sup>th</sup> to number 1 in 18 Months Even though we were only franchised in two thirds of the sales locations by then.

**Provided Technical Product Support, Motivation, Customer Service and Training.**

- Corporate FAE for Intel components, systems and software products. Providing regular training for 30 national branch office FAEs, on and off site. Including buddy sales calls. Grew product line over 400%
- Designed and Configured classrooms, developed lesson plans and evaluation methods for Rolm CBX. More than doubled student though put without adding personal.

**Designed many Hardware and Software Application Solutions. Developed Standard and Custom Engineered product lines.**

- Printer and Data networked servers for IBM, Xerox.
- Satellite tracking and Multi protocol interpreters for Singer Link, mostly from Intel products.
- Database storage/server systems for TRW Aerospace, Xerox, Etc.

- CAD/CAM workstations and Test stands for H R Textron, General Dynamics and Sanders.

**Produced MarCom, Trade Shows and Technical Documentation.**

- Using in house resources produced catalogs, technical data sheets manuals and trade show materials. Saving over 40% of quoted agency fees and more than doubled inquires every 6 months for 2 years.

EMPLOYMENT

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<i>Independent Contractor</i>	<i>Grass Valley, CA</i>	<i>Electronics R&amp;D and Test</i>	<i>08/2007- Present</i>
<i>Winner Chevrolet</i>	<i>Colfax, CA</i>	<i>Commercial Sales Manager</i>	<i>12/2004-07/2007</i>
<i>Top This</i>	<i>Grass Valley, CA</i>	<i>Auto and Truck Accessories</i>	<i>05/2004-12/2004</i>
<i>Jim Keil Chevrolet</i>	<i>Grass Valley, CA</i>	<i>Fleet Manager, IT Manager</i>	<i>11/2002-05/2004</i>
<i>Suburban Ford Fleet</i>	<i>Sacramento, CA</i>	<i>Fleet Sales</i>	<i>5/2002-11/2002</i>
<i>Naylor Publishing Inc.</i>	<i>Sacramento, CA</i>	<i>Sales Representative</i>	<i>1/2002-5/2002</i>

1. Sales of Print Advertising in Trade Association Publications by telephone.

*Needham's Elec. Sacramento, CA Design Engineer, OEM Mgr 1991-2001*

1. Engineering Design and CAD for PCBs, Plastic Molds, Programmable Device Adapters.
  - Supporting Flash memories, Embedded Micros, PAL, Memory Modules and Memory Cards
2. Marketing, Sales, Design and Technical Support for OEM customers
  - Manufacturing of branded programmers for HP, Intel, ST Micro, Advantech and others.
  - Develop adapter solutions for BGA packages, SODIMM, Compact Flash, Thin Servers, etc.
3. Build Windows Control Software Packages for distribution using Install Shield
4. Wrote WinHelp4 help systems with RoboHelp and Manuals for company Programmer products

*Arrow/Kierulff Sacramento, CA Field Sales Engineer,FAE 1986-1990*

1. Rest Of the World Central Valley sales to build new territories, cold calling, prospecting.
  - Generated contacts of over 500 persons at 200 plus companies.
2. Applications support for the region, Central Valley and Northern Nevada
3. Developed and Trained a National FAE capability for Intel products of over 30 people.

EDUCATION

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<i>Hytek Services</i>	<i>Santa Clara, CA</i>	<i>PADs Power PCB Training</i>
<i>Intel Corporation</i>	<i>Santa Clara, CA</i>	<i>FAE/ATS Certificate</i>
<i>Rolm Corporation</i>	<i>Santa Clara, CA</i>	<i>Certified CBX Technician</i>
<i>Rolm Corporation</i>	<i>Santa Clara, CA</i>	<i>Certified CBX Trainer</i>
<i>Foothill JC</i>	<i>Los Altos, CA</i>	<i>EE Course Work</i>
<i>Mt. View HS</i>	<i>Mt. View, CA</i>	<i>HS Diploma, with Honors</i>