GUY E. SHIRAZI

Home: +972-(0)77-791-1511 Cell: +972-(0)54-333-3461

2 Ayelet-Chen Street, Apt. #4, Hertzeliya, Israel 46370

e-mail: ***guy\_shirazi@yahoo.com***

 LinkedIn: [***https://www.linkedin.com/in/guy-shirazi-b6903415/***](https://www.linkedin.com/in/guy-shirazi-b6903415/)

**SUMMARY** 18 years’ veteran and leader in product marketing, product development and strategic marketing. Combines a deep understanding of both **technology and business aspects** of the entire consumer electronics supply chain – from the silicon to the end-consumer product.

Holds vast experience in **product positioning, ‘go-to-market’ strategy** and **new product introduction** (NPI)in the semiconductors, flat-panel display B2B multi-disciplinary capital equipment, secured mobile consumer-electronicsB2C.

Managed sales & marketing activities and won multi-million dollar projects with tier-one electronics manufacturers in Korea, Japan, Taiwan, China and the United States.

Multidisciplinary expertise **in electro-optics imaging, vision machine-learning, and the blockchain-secure mobile smartphones disciplines**

Holds an **MBA** degree (Technion, Haifa, Israel & Santa Clara University, California, U.S.A.), B.Sc. degree in **Materials Engineering** and B.Sc. in **Chemistry** (Technion).

## PROFESSIONAL EXPERIENCE

**2017 – present SirinLabs (Ultra-secured smartphone, Open source OS) – Tel-Aviv, Israel**

**VICE PRESIDENT OF PRODUCT, FINNEY an ultra-secured smartphone for blockchain market**

## *Product Lines and Design Studio Group Manager*

## Led the product definition, design, execution and the successful launch of the FINNEY – Ultra secure blockchain smartphone

## Manage a team of directors, product managers, industrial designers and UX/UI graphical designers to define and deliver revolutionary ultra-secure consumer electronics for the mass market

## Successfully lead the crowd-sale activities that lead to the third largest ICO of $157M token sale

**2014 – 2016 Sirin Labs (secure smartphone) – Tel-Aviv, Israel**

**DIRECTOR OF PRODUCT, SOLARIN High-end secured smartphone**

## *Product Group Manager*

* Recruited, created and managed the product team that led the definition and development of a high-end, highly secured mobile device with unique accessories and service offerings
* Established marketing requirement documents (MRD) & product requirement documents (PRD) by conducting surveys, market analysis of UHWI target customers

## Drive the ‘go-to-market’ product variants and pricing strategy towards a successful product launch, and millions of dollars’ sales within the first year

**2012 – 2013** **Orbotech – Yavne, Israel**

**DIRECTOR OF STRATEGIC MARKETING, Flat-Panel-Display (FPD) Division**

##   *Strategic Marketing for the $200M+ FPD Division of Orbotech*

* Developed strategic five years’ plan for the divisional product portfolio through deep market analysis, technology research and engagement with key partners

## Drove strategic collaboration with key partners to achieve joint solutions

## Led a technology program for emerging markets such as: OLED, touch panel, printed electrics

**2010 – 2011** **Orbotech – Yavne, Israel**

**SALES & MARKETING MANAGER, Flat-Panel-Display (FPD) Division**

##   *Product Sales & Marketing Manager for Samsung Display, LG, Sharp, BOE.*

* Achieved remarkable >$100M sales revenues from Korea and Japan flat panel display markets in the year 2011
* Established a strong product offering and market positioning in China & Korea
* Defined a well-based product roadmap for future years, that gave a significant increase in ASP & gross margins within the highly competitive Chinese market at years 2014-16

**2006 - 2010** **Applied Materials – Rehovot, Israel**

**PRODUCT STRATEGIC MANAGER, Process Diagnostics & Control (PDC) Division**

##   *Strategic Manager for the top three customers; Toshiba, Micron Electronics, TSMC*

* Increased market share 7% in the Japanese market by working with development teams to devise solutions to meet or exceed market requirements.
* Won >$50M head-to-head evaluations, and secured the SEM business segment by introducing a revolutionary machine-learning based defects classification product
* Developed strategic marketing plans for the product line through market research, competitive analysis, pricing models, and customer engagement
* In parallel (during year 2009), led a yield enhancement project for 28nm-node production-line at Intel Fab 28, resulting in 10% yield improvement

**2004 – 2006** **Applied Materials – Sunnyvale, CA**

## https://encrypted-tbn2.gstatic.com/images?q=tbn:ANd9GcSI6yaMCg7tZ9MDOtJrcrp0GwSH6TAjZ-OUq2LlB8GL1Yrse1M-Key ACCOUnt TECHNOLOGIST, CMP Product Business Group

Micron Electronics, TSMC – Key Account Technologist (KAT), Worldwide Defect Reduction Expert

* Led and won a best-of-breed process evaluation of >$150M for CMP tools that enabled the first copper NAND flash production line at Micron Electronics VA
* Developed and implemented a process integration solution that addressed the copper CMP challenges of 28-32nm DRAM / NAND Flash technology
* Advised and supported defect reduction activities for CMP and post-CMP cleaning at key customer sites: Intel, IBM, TI, TSMC, ST, UMC, M3, Toshiba, and Tower Semiconductor

**2000 – 2004 Applied Materials - Santa Clara, CA**

 **SENIOR PROCESS ENGINEER (IV), Copper CMP Division**

##  *Project Manager, Process Development*

* Patented, developed and implemented the first full-immersion Marangoni® vapor drying, which led to $100s of millions of sales revenues
* Managed the development activities of a revolutionary polishing head with five independently controlled annular zones (Titan™ Contour Head) includes real-time profile control (RTPC)
* Developed and implemented a copper CMP process for 45-65nm-node based on an innovative eddy-current-based sensor for end-point detection

### 1992 – 1995 Israel Defense Forces – Air Force

**TEAM SERGEANT and COMBAT SOLDIER**

## *Team Sergeant and combat soldier in a special Air Force unit.*

# EDUCATION Masters of Business Administration (MBA), Technion / Santa Clara University, California Graduated *Summa cum Laude*

# B.Sc., Materials Science, Technion – Israel Institute of Technology, Haifa, Israel

# Graduated *Summa cum Laude*, with seven Dean & President excellence awards

# B.Sc., Chemistry, Technion- Israel Institute of Technology, Haifa, Israel

# Graduated *Summa cum Laude*

**PATENTS Holds 23 patents, pending patent, and design applications**

 ***“Single-Wafer Dryer and Drying Method”*** – *U.S. Patent Application US6955516. US7513062; US90241996, US70295371, US60174921, US50241684, US50229426, US30121170*

 ***“Effect of Megasonic Frequencies on Particle Size Cleaning***” *– U.S. Patent Application*, *Pending: US60201532, US90044843*

***"Hand held electronic mobile device"*** *- Design Application; US No.* *29/534,440, EU No. 002745273, Swiss No. 141830, Singapore No. 30201501326U, Chinese No. 201530279613.9, HK No. 1501641.7*

***“Electrical switch”****- Design Application; EU* *No. 3163856-0001, US No. 29/566,473, Russia No. 2016502106, Swiss No. 2016-00396, Singapore No. 30201602609X, China No. 201630212718.7.*

# LANGUAGES Hebrew, English – Mother tongue level

 Spanish, Chinese, Arabic – Basic conversational & writing