

## Steve Szirom

### Contact Information:

Steve Z. Szirom  
PO Box 32237  
Bellingham, WA 98227  
Work Phone: 360 676-2260  
Cell Phone: 360 224-0842  
Fax: 206 350-3472  
Email: [szirom@insidechips.com](mailto:szirom@insidechips.com)  
Skype: steve\_s444



### Overview:

Management consulting experience covering areas of startup formation, business development, market strategy and deployment, subsidiary start-up, international operations, overseas marketing/distribution channels, business strategy, funding, business plans, and integrated marketing communications programs.

- Extensive knowledge of semiconductor startups, startup formation, deal sourcing, due diligence; have done over 500 strategic reviews with management (CEO and/or VP of marketing); excellent relations and credibility with startup management
- Developed Excel and Access databases of fabless chip firms, IP firms, and design-houses.
- Have performed analog acquisition study for East coast public semiconductor company
- Experience in international operations, business cultures and methods covering Europe and Asia, on-site experience in Japan, France, Germany, Holland, and UK.
- Setup USA subsidiary for German semiconductor IP company and operated as interim president for two years.
- Broad matrix experience covering geographies and products in semiconductor industry from marketing, business and international viewpoint
- Have extensive worldwide contact network within semiconductor industry; proprietary databases contain over 20K+ contacts in fabless, IP, design house, EDA, IDM, financial, services, and other categories.
- Extensive writing/analysis experience: newsletter, trade publications articles, columns, industry presentations, and other.
- Internet experience in founding and deployment of a B2B new venture (InsideChips.com) in 2000; good rapport and relations with press and analyst community; information flow from chip industry
- Expert knowledge of PCs, Windows OS, most Windows application programs; working knowledge with databases and Internet web site development.
- General business knowledge, HR functions, taxes, accounting.

**Current Position:**

**HTE Research, Inc.**, Washington, USA

**[www.hteresearch.com](http://www.hteresearch.com)**

**January 1980 to Present**

**Title: Founder, President, Principal Management Consultant**

Currently heads a management consulting and a B-2-B information services firm in the semiconductor industry offering consulting services, startup analyses, and high-level strategic studies covering companies and products/markets. The information service report tracks and analyzes the activities of startup semiconductor companies, including fabless ventures, IP firms and IC design houses.

**Consulting Specialties:**

- New Venture Business Planning and Implementation
- Emerging Ventures Assessment for Venture Capital and Investment Organizations
- Strategic Business Analysis/Planning and Market Development
- Market Strategy Design and Business Development
- Organizational Development and Recruitment
- Company Audit/Analysis and Recommendations
- Market Research, Economic, and Competitive Analysis
- Expert Witness Relating to Semiconductor Business and Markets
- Application of PCs for Market Research and MIS Automation
- High-level Matchmaker for Semiconductor Acquisition, Technology Licensing, and Funding

In addition to managing assignments in market development, business planning/implementation, strategic studies, technology assessment, organizational development and semiconductor economic analysis, have provided management consulting to start-ups, venture capital companies, and overseas firms in acquiring strategic partners.

Have a 30+ year track record in the semiconductor industry covering marketing, international operations, and business functions; worked extensively with Asian and European companies, including assignments based in Toulouse, Eindhoven, Paris, Hamburg and London. Personal and professional background in the international arena enables unique qualifications to work with clients and partners in today's global high technology marketplace.

While employed at Motorola Semiconductor and Philips Semiconductor, covered a diverse number of product areas including analog ICs, military ICs, memories, power devices, and ASICs. Broad matrix of product and international operations coupled with world wide contacts provides experience base to help clients achieve a competitive edge and a strategic vision for the future. As part of consulting practice, established the North American subsidiary of a German semiconductor firm, and was president of its subsidiary during its formative stage.

**InsideChips**, Washington, USA  
[www.insidechips.com](http://www.insidechips.com)  
 January 2000 to Present

**Title: Founder, Senior Analyst**

*InsideChips* is a web-based B-to-B information service/virtual incubator analyzing emerging semiconductor ventures and technologies. Startups are covered from the "kitchen table" stage through IPO. The semiconductor space covered includes fabless companies, IP firms, design houses and EDA firms. The service includes web access to proprietary startup profiles/analyses (over 800+), financial and investment information on public semiconductor companies, archives, and consultative resources for entrepreneurs. The service is oriented to executives in the electronics industry, venture capital and financial communities.

The corporate mission at *InsideChips* is threefold:

1. to promote entrepreneurship, new ventures and startups in the semiconductor/EDA/nanoelectronics industry
2. to provide educational/consultative/productivity resources for founders and management to help them get their startups on a faster track and to avoid pitfalls
3. to become the premier Internet channel for semiconductor/EDA entrepreneurs (fabless, IP, design house, EDA, SE&M) and investors (angels, VCs, corporate venture, investment bankers) for networking, business development, and investment

#### Semiconductor Industry Positions Background Matrix:

##### Professional Background (Functions & Positions):

Date	Position	Region Responsibility	Product Responsibility
1969-1973	International Marketing	Far East /Japan	Analog ICs/Hybrids
1973-1976	Product Marketing	Manager Europe	Analog ICs/Military
1976-1977	Strategic Marketing	U.S.A./Canada	Power Discretes
1977-1980	International Marketing Manager	Europe	Memory ICs
1980-Present	Founder/President/Consultant	Worldwide	Semiconductors and related
2000-Present	Founder/Analyst/Editor	Worldwide	Semiconductors startups

##### Professional Background (Locations):

Date	Company	Location Experience
1969-1973	Motorola Semiconductor (Freescale)	Mesa, Arizona
1973-1976	Motorola Semiconductor (Freescale)	Toulouse, France
1976-1977	Motorola Semiconductor (Freescale)	Phoenix, Arizona
1977-1980	Philips Semiconductor (NXP)	Sunnyvale/Eindhoven/London/Paris/Hamburg
1980-Present	HTE Research, Inc.	San Francisco, California/Bellingham, WA
2000-Present	InsideChips.com	Bellingham, Washington

**Academic Degrees and Other Affiliations:**

- BSEE degree from Purdue University, West Lafayette, Indiana
- MBA program at Arizona State University, Tempe, Arizona
- U.S. Coast Guard Merchant Marine Officer, Master's License (active)
- Founding member of [Bellingham Angel Group](#) (Washington)

**Personal:**

My main personal avocation is sailing. Also enjoy many diverse activities such as cycling, tennis, ping pong, chess, video production, reading, film, investment analysis, Internet/computers, gourmet cooking, and many others.

International personal background: born in Austria; Hungarian parents; lived in Dominican Republic, France, and USA. Traveled extensively in Europe, Japan, Australia, and Mexico.

**References:**

Startup, VC, client and professional references available upon request.