

Boris J. Petrov

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Strategic Marketing Executive

General management, marketing, and business development record demonstrates success, creativity, and flexibility, with broad experience in high technology industries. I am a doer and team player with team leadership capabilities and strong communications and change management skills. Recognized for world-class ability in Strategic Marketing— Strategy (Creation, Development and Execution) and Intelligence (Market, Competitive, Customer)

- Excellence in strategic planning, product management, product development, innovation, and market valuation increase
- Exceptionally strong record of contribution with industry leaders including Samsung, TSMC, Chartered, Harris, Intel, Landis, Sony, Varian, UMC, Intersil, and many others
- High energy, self-starting, and results-oriented, with an exceptionally strong work ethic
- Have an MSEE, and an MBA from Stanford
- Strong executive presence and exceptional communications skills with all levels of the organization—ability to deliver clear and factual insights leading to actionable strategies

EXECUTIVE SUMMARY _____

February 2009 to Present **Managing Partner – Petrov Group**

I restarted the Petrov Group, current focus is on Power ICs. In addition to client-confidential engagements we published several landmark studies, including:

- **Digital Power ICs**—High Growth Opportunity for IC Vendors and Foundries
- **LED Driver ICs for Displays and Lighting**—From Cell Phones to Street Lights
- **Power ICs in Portable Devices**—Market, Vendors, Technologies and Integration Trends
- **Power Management ICs: The Rise of BCD Technology**—Where and Why
- **ICs for ESD and EMI Protection**—Markets and Trends
- **Emerging BCD Integration Platform for Analog ICs**—A Value-Added Opportunity for IC Vendors
- **Analog Power Conversion ICs**—Detailed Analysis of 30 Vendors

Table of Contents, List of Figures, Abstracts, Cover pages and Press Releases for these studies are listed on my Web site: www.petrovgroup.com. I became interested in Power ICs while spearheading at Chartered a task force for increasing capacity utilization and profitability of the Mainstream nodes.

June 2005 to January 2009 **Director – Strategic Marketing, Chartered Semiconductor**

Developed corporate product and marketing strategies; conducted in-depth analyses of Foundry markets, applications, and customers. Formulated success-oriented segment and customer strategies for Chartered and partner companies

- **Advanced Nodes** (65nm and finer) **studies:**
 - Market and application segments; key IC customers – segment market shares and nodal migration - requirements by technology nodes and wafer volumes over time
 - Big-4 foundry and customer competitive intelligence analysis and recommendations
 - Analyses of applications, technology, and market trends and requirements
- **Mainstream Nodes** (130nm and older) **studies:**
 - Technology types, products, leading vendors, and segment market shares
 - Nodal and process technology migration over time and recommendations for foundry utilization; detailed understanding of market trends and requirements

1991 – 2005 **Managing Partner – The Petrov Group**, a strategy advisory firm for high-technology clients; primary focus on profitable growth and evaluation of business options

- Clients included most of the leading IC companies worldwide, including:
 - TSMC and UMC (foundries)
 - Samsung, STM, and Sony (consumer ICs)
 - Intel, IBM, and AMD (computing ICs)
 - All leading Analog IC vendors (TI, STM, Maxim, ADI, TI, National, Linear)
 - Infineon, STM, and NXP (industrial ICs)
- Confidential client-specific engagements focused on identifying opportunities and new business models, assessment of customers and their evolving requirements, and investment and acquisition timetables that became the basis for achieving market dominance
- Publicly visible landmark studies included:
 - IBM Microelectronics – Strategy and Capabilities, and Inside IBM Research
 - A report on IBM System Design Tools titled “How IBM Upstaged the EDA Industry”
 - Mixed-Signal Market and Technology studies – Automotive, Medical, and Automation (AMA) Market and Trends, 3.5G RF Transceiver IC Vendors, Analog/Mixed-Signal Integration Trends and Opportunities, company-specific analyses including the renowned report on Linear Technology (“Why Linear is the Most Profitable IC Vendor”)

1974 – 1991

McKinsey and Boston Consulting Group strategy practices – 8+ years – US and Europe

Booz-Allen & Hamilton’s strategy practice (3+ years)

- Corporate turnarounds, new business formation, M&A assessments, portfolio analyses, value creation

Related and concurrent assignments:

- VP of Marketing for Harris
- VP of Strategy for Zilog
- Senior Director of Industry Marketing for MIPS Technologies
- Board director of Bridge Communications

Early engineering management positions with Intel and Signetics (NXP)

Degrees: MSEE and MBA - Stanford

US citizen