

## PAUL R. TRZINSKI

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### SUMMARY

A proven track record of accomplishment to meet/exceed sales goals. Strong ability to attract, revitalize and retain high caliber personnel. Productive and enterprising Senior Level **Manager/Director** with broad-based experience in high-tech industry. Principal strengths include high level selling expertise as well as motivating, diagnosing and building enthusiastic teams that result in courageous winners. These winners became part of the top 5% sales team in their perspective companies. Great ability to sell to emerging, high-growth customer base by being highly motivated, flexible, result-oriented, technically competent and a creative individual. Unique ability to work in a fast-paced and challenging environment with willingness to take calculated risks to achieve business goals.

Expertise includes:

- Direct sales management of local, national and international sales force personnel including training
- International and National management of customers/ODM/CM partnerships
- Manage territory pipeline for revenue ranges in \$400-900M as well as other sales goals.
- Establish revenue growth of 40-70% year over year while at Philips as a road warrior.
- Develop Channel Partners performance plans via representatives as well as direct sales force.
- Conduct several layers of sales training with a broad based experience in Micro Soft Office suite.
- Top Secret security clearance (inactive) as well as nation-wide award for best-of-the-best in sales.

### PROFESSIONAL EXPERIENCE

**PMC-Sierra, Inc.** - Santa Clara, California

**2006 to Dec 2008**

A \$500M Storage, FTTH, communications and ASIC semi-conductor company

Manager for New Business Creation, Hewlett Packard Corporate Account

- Grew design influence sales in Americas from \$15M to > \$58M per year in printer products.
- Extensive Hewlett Packard national account responsibility at all divisions that enabled PMC-Sierra to penetrate significant new business.
- Explored and qualified tangential business to core printer business that resulted in developing these areas such as WiMAX, NAS and Home Gateway products.
- Identified and developed new businesses that resulted in several high level executive briefings between PMC and HP to explore that new business.
- Led, guided and participated in team that enabled HP to become the number one revenue company for PMC in 2 years.
- Opened and explored new business with key marketing groups to quantify and qualify these areas.

**Philips Semiconductor** - San Diego, California

**2001 - 2006**

A \$6.7B semiconductor company and division of Philips Corporation, a \$42.3B company based in the Netherlands

Manager/Director of World Wide Business for HP

- Collaborated with internal teams to develop and deliver creative and innovative winning scenario at HP and grew the revenue from \$12M to \$260M business in 3.5 years.
- Successfully presented and broke the barrier into HP's ASIC business, through thought leadership to senior and mid-level managers, which resulted in Philips being profitable at their new Crolles foundry.
- Built "best of the best" National Account Team that exceeded financial goals by 67% in second year.

- Consultative approach through collaboration and development with Philips executives, which resulted in a new corporate account program, that became a watermark for other corporate accounts. This effort also resulted in several new profitable corporate accounts added to the Philips corporate accounts.
- Fashioned, over time, a trust with key Philips business lines regarding our ASIC model, which enabled us to win the largest ever printer business at HP. This was a first for Philips.
- Ability to influence customer's decision process through creative solution development via establishing, growing and structuring winning National account programs.

**Mission Technology - San Diego, California 1996 - 2001**

A manufacturer's representative for NEC, Level One, and ACT  
Manager

- Hewlett Packard grew from \$300K to \$48.57M due to engagement at all levels of management and driving the compelling event at these levels.
- Technical competency on linear and area CCDs, which helped meet all sales objectives and guided NEC personnel to establish HP as a corporate account.
- Additional responsibilities for indentifying and developing accounts such as Qualcomm, Intel, Cisco, Sun Microsystems, Sony, and NCR. Led the team to significant wins at these accounts.

**OTHER RELEVANT EXPERIENCE**

**Experienced in GPS, RISC Computer, Artificial Intelligence and instrumentation market segments as an OEM, National, Regional and District Sales manger roles. In addition, I have been an electrical engineer and program manager at NCR.**

**EDUCATION/CERTIFICATES**

**Bachelor of Science**, Electronics Engineering, San Diego Mesa College (3+ years courses completed)  
**Certificate**, Business Management, National University

**TRAINING**

“How to Do Business with Japan”  
“Target Account Selling”  
“Power Based Selling”  
“Exceptional Management Practices”  
“Emotional Intelligence”

**OTHER**

Instructor: Dale Carnegie, Effective Speaking and Management courses  
President: Non-Profit organization with over 2000+ members  
Chairperson: Fund-raiser for expansion of a new \$6.8M facility.