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Giuseppe Amato

Summary

Over 30 years of experience in embedded market segment (Automotive, IA, AiIA, AiOT) at international level. I've covered different roles from System Architect, R&D Manager, Product Management, Technical Manager EMEA, Business Development Manager and Sales Director.

Extensive experience in the following market segment: Automotive, White Goods & Home Appliance, Smart metering, Smart & Efficient Lighting, Telecom, Industrial Automation, Gaming, Digital Signage, Medical, Domotic & Building Automation, Consumer, Wellness.

In-depth knowledge of major OEM (Renault, PSA, Fiat, Ferrari, Maserati, Lamborghini, Magneti Marelli, TRW, Continental, Volvo, BMW, Sagem) in the Automotive segment from Research to Innovation lab to drive distinctive technology that let them differentiate to the market adding ADAS and deploying technologies for "connected" car.

Deep knowledge of x86 Computing, GPUs, GP-GPU based Server, Smart Power, ARM SoC architecture, FPGAs, Display.

I'm able to address technical discussion with R&D manager as well as commercial discussion with Purchasing Director. I've a strong focus on business development and I'm always committed to find the solution that best fits customer's requirement. I'm a strong team player able to involve the complete team.

I'm a passionate and highly energetic person, strongly committed and focused to customers & company success.

Additional Strength:

- Automotive camera with AI for Drive Monitoring.
- Solution oriented approach.
- ADAS platform for aftermarket vehicles to add SVS, FCW, LDW, DMOD.
- GP-GPU for Neural Network for ADAS (DMS, LDW, FCW, SVS, RCW).
- Robotics and Industrial Automation.
- Power Electronics with Control Unit for Electrical Motor Drive.
- Electrical Vehicle with BMS, Electrical Motor and Power Electronics.
- Edge Computing with Predictive Maintenance with ML/IE for IoT.
- BDM capabilities to identify target OEM and push innovation to win projects.
- Machine Learning at Cloud with Data Analytics of sensors & actuators taken from the IoT devices.
- Translate customer's requirements into IPs requirements and platforms.
- Innovative Design Methodology with HW&SW co-design.
- Server with smart packet routing.

Professional Experience

March 2014 – NOW

VIA Embedded Technologies

Technical & Business Development Manager

- Engage with Transportation OEM and Insurance Companies to deploy AI Platform for Driver Assistance and Driver Monitoring in the after sales market.
- Develop and Deploy technology to connect existing vehicles to the cloud and add AI at Cloud and Edge level.
- Leverage GP-GPU for image analysis and image recognition to get the highest performance/watt ratio.
- Driving the company from Silicon/product selling approach to System solution selling.
- Optimized the European structure to reduce inefficiency while increasing the revenue.
- Driven the Vertical Solution roadmap highlighting the distinctive value proposition that can be offered by VIA Technologies.
- Won multimillion dollar projects with Information display system and on Video IP phone.

December 2008 – Feb 2014

MSC-GE Milan

Business Development Manager

- Define functional requirements of future Computer on Module and support the roadmap definition.
- Define new embedded system architecture to address specific vertical market segment.
- Won a multimillion Euro project at a WW leading customer in the Wellness segment.

Nov 2005 – Dec 2008

AMD

Milan, Italy

Technical Director Sales & Marketing EMEA.

- Push GP-GPU in the server market to get the best performance/watt ratio in data analytics for Cloud Computing.
- Leverage better GPU performance in the computing market to provide smoother platform to end customers while displacing Intel.
- Reorganized Field Application Engineering Group. Enhanced its skill-set by shifting the Group's technology responsibility from PC assembly engineers to system architects having in-depth CPU architecture expertise in server, mobile and desktop platforms.
- Defined AMD EMEA's strategies and tactics to fend Intel's ViiV program by promoting the PC as complement and extension to the functionalities of consumer electronics, rather than positioning the PC as replacement for consumer electronics. An approach thoroughly endorsed by consumer electronics manufacturers in view of Intel's unsuccessful ViiV strategy.
- Reorganized Product Marketing Group and shifted the team from product marketing focus to platform marketing focus. The EMEA team developed the platform-level marketing message, subsequently adopted by AMD corporate.
- Reorganized PR team into a proactive, rather than reactive PR by leveraging higher skill PR professionals to manage media interactions. As a result, within a 12-month time frame AMD was recognized as a true system solution provider, able to develop and deliver balanced computing platforms as well as traditional semiconductor components.

- Act as AMD's Evangelist to promote architectural advantages to OEM across Europe

March 2002 – Nov 2005 *Avnet Group* *Milan, Italy*
European Technical Marketing Manager for IBM, AMCC, Lattice and IR products.

- Proposed two new PowerPC-based microcontrollers to IBM Product Marketing Management. The versions targeting SOHO (Small Office Home Office) applications were of particular interest to IBM, who adopted some of its architectural characteristics as vehicles to reduce their ATM Cell processor's die-size to a minimum.
- Defined small outline CPU module based on PowerPC and targeting embedded application.
- Defined objectives and strategies for PowerPC processors in Europe.
- Developed 13M\$ in business opportunities for existing products, 16M\$ for new PowerPC products, with 3M\$ in design wins in four months of activity.
- Developed close relationships with hundreds of customers at European level.
- Transferred system knowledge and demand creation methodology to European FAEs.

Nov 1998 – March 2002 *Infineon Technologies* *Milan, Italy*
Sales Director Automotive & Industrial Segment and Sr. Program Manager – WW System Competence Automotive Center

- Grown sales from 4.7M€ to 60M€ in two years at major OEM Customer. 5-year plan prepared with a Top-Down and Bottom-Up approach. Design funnel value moved from 12M€ to 100M€.
- Implemented project list to track OEM business and to measure sales targets and achievements.
- Managed team of 5 sales engineers and 2 customer service engineers.
- Introduced new products to OEM customer that grew EBIT from 6% to 17%.
- Formulated system development process subsequently integrated into product development process – i.e. defined steps required to initiate a new development as well as business and technical rationales for fast management approval. Two projects carried out with this approach (Electronic-Eye and Electronic Valve Control).
- Conceived business plan and system architecture for Intelligent Power-Module with EUPEC (Infineon's daughter company).

March 1990 – Nov 1998 *Motorola SPS* *Milan, Italy*
European Advanced Power Train R&D Manager, Automotive Application Manager

- Automotive Application Manager.
 - Coordinate the Application Engineer working in France and covering Magneti Marelli. Work as "Horse Power Team" Member for the definition of new Motorola micro-controller generation for the Automotive Industry.
- European Advanced Power-Train R&D Manager
 - Defined and innovative I/O architecture definition for Engine Control Application. This architecture has been patented.
 - Set-up the Goal/Objectives/Strategies for this new group. Define Roles and Responsibilities for the team members. Evaluate the best tools available and bug proof to be used for Engine.

- Architectural Simulation having in mind our European Automotive OEM Customers.
- Application Engineer covering 68K/DSP/Power-PC Products.

March 1986 – March 1990 **Olivetti** **Ivrea, Italy**
Corporate HQ + Olivetti Advanced Technology Center – Cupertino CA.

- Computer Systems Design Engineer / Project Leader
 - Debug the M240 (PC 8086 XT).
 - Design DRAM Controller for XT/AT with Page Mode Philosophy.
 - Design the M250 (PC 80386SX AT).
 - Design the M500 (Micro-channel PC with 80386SX processor) in Olivetti Advanced Technology Center (Cupertino – CA).
 - Project Leader of the M300 (PC 80386SX AT Based)
- Lead 8086, 80286- and 80386-based PC XT system designs
 - Fix an I80386SX bug (triple fault condition) when it was working with OS2 Operating System. Communicated it to Intel Design Center
 - Developed a new memory controller to control the DRAM in Fast Page Mode. This mode was not used on PC before.
 - Developed the first ASIC to automatically detect and configure PCI card. This mode was later adopted by the EISA organization.

Oct 1984 – Feb 1986 **OLISUD** **Naples, Italy**

- Software Programmer
- Developed software for office automation products

Awards

- 2008 **AMD CEO and COO**
 “Recognize Giuseppe Amato for outstanding Sales Contribution” **Hector Ruiz, Dirk Meyer**
- 2006 **From World Cyber Games Committee Co-Chairman** “Your support has been substantial in contributing to a successful World Cyber Games 2006.”
- 2006 **From AMD CEO and VP WW Sales** “Achiever’s Club 2006 for outstanding contribution to Sales.”
Hector Ruiz, Henri Richard
- 2006 **Commex Technologies** “Awards Giuseppe Amato for his help, drive and support in completing Commex Technologies’ finance round of 8M\$.”
- 2006 **Office of the General Manager Motorola SPS** “Recognition Award for maintaining micro dominance at Marelli.”
Fred Shlapak and Steve Hanson
- 1998 **From Motorola SPS CEO and VP EMEA**
 “Presented to Giuseppe Amato for outstanding EMEA support.” **Hector Ruiz, Barry White**
- 1996 **Motorola Scientific and Technical Society** “Welcomes Giuseppe Amato as its member for technical contribution to Motorola Semiconductor products.”
- 1995 **Office of the General Manager Motorola SPS** “Awards Giuseppe Amato for his contribution in architectural definition and development of an innovative ASIC for Italtel.”
- 1991 **Microprocessor and Memory Technologies Group – Motorola SPS** “Proudly acknowledges Giuseppe Amato’s contribution to design wins and increased global market share of Motorola 32-bit microprocessors.”

- 1990 **Microprocessor and Memory Technologies Group – Motorola SPS** “Proudly acknowledges Giuseppe Amato’s contribution to design wins and increased global market share of Motorola M68302 microprocessors.”

Published Papers

- SAE 2000
“High Performance Code Generation for AUDO an Automotive micro-controller from Infineon Technologies
- SAE 2001: “Power Stage Partitioning for E-Valve Application”