GLENN RUBY

Learn, Lead, Serve

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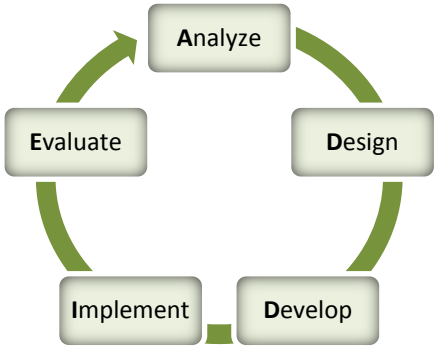
ENGINEERING & DESIGN | SOFTWARE APPLICATIONS | TRAINING & DEVELOPMENT | ACCOUNT MANAGEMENT | CUSTOMER SUPPORT | SALES SUPPORT | TECHNOLOGY DEPLOYMENT

Passionate about people and their success with new technology.

Professional Dashboard	
20+	Electronics Technology
14+	EDA Applications / Methodology
14+	Technical Training
14+	Client Engagement / Support
10+	Technical SW Sales Support
12+	Hardware Design / Mfg
6+	New Product Deployment



*Why the **ADDIE** model of Instructional Design? Client focused, it yields Continuous Improvement and Success for all in the relationship. The cycle, complete only when behaviors have changed and resources are being effectively utilized, works in any context.*

PROFESSIONAL PROFILE

*Formal chronological history on pages 3 & 4

- **Senior Technical Contributor/Leader:** Analyze, focus on the details, persist in problem solving; a workhorse with exceptional relational skills to effectively support customers.
- **Software Technology Adoption Expertise:** New technology rollout using a phased process of assessment, pre-validation, transition, post-verification, and proliferation to ensure client success.
- **Sales and Customer Support:** Develop & execute client engagement programs for implementation at the enterprise level and productivity improvement at the user level.
- **Training & Development:** Extracting value from a problem solved, expertise gained. Reaching those that can benefit from the experience; SME, developer, & accomplished presenter.
- **Semiconductor & Electrical Hardware Design:** Subject matter expertise in: EDA applications, methodology development and support (wherein business skills were honed and people skills realized).

Industries

Enterprise Software

Electronic **D**esign **A**utomation
IC / Semiconductor Design & Mfg

Electronics Hardware

Defense Systems
CATV Design & Mfg

Relationships

TI, SSI, Medtronic, Motorola, NatSemi, Maxim / DalSemi, Freescale, Samsung, Altera, Atmel, Rambus, Huawei, ZTE, Intel, Avago, Tektronix, Micron, Northrop Grumman, Sanyo, Lucent, Agere, ATI / AMD, Agilent, Sun / Oracle , TSMC, Infineon, Omnivision, ...

Global Reach

NA
US
Canada
Mexico

EMEA
Germany

AsiaPac
Taiwan
China
Singapore
Malaysia
Japan
S Korea

	Sales	Solution Development	Training	Deployment	Support
A	Opportunity Discovery Needs Assessment	Current State Current Needs Future Rqmts	Gap Analysis Needs Assessment	Services Op	Stated Problem Underlying Issues Big Picture View
D	Value Proposition Market Positioning Client Strategy	Product Demo Need/Value Match Solution Proposal	Brainstorming ILT / Remote / Web	Scope Engagement	PCR Alter Use Model
D	Engagement Plan Transition Plan Support Plan	Methodology Infrastructure Use Models	Training materials Lab Exercises Web Content	SOW	AEware R&D Solution Test
I	Sales Training Field Training Customer Preso	Beta Program Partner/Client Pilot Run	ILT, Webinars, Workshops, Conference Preso's	Onsite Execution Remote Support	Workarounds Solutions Training
E	Customer Response Short/Long Op Upsell Op	Adoption Effort Productivity	Incr Knowledgebase Changed Behaviors	Customer Sat Client Enablement	Sol'n Effectiveness Knowledge Mgmt

Living the model – In sales, product engineering, services delivery, support ... and of course ... training

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PROFESSIONAL CAPABILITIES

Electronic Design Automation

Software Installation	Environment Setup	Cadence VIrtuoso	Analog / RF Simulation	OpenAccess DB
Licensing	Project / User DB Setup	Cadence Encounter	Analog Design Env	OA Migration
Linux / Unix Admin	Data Management	IC 6.1.X / IC 5.1.41	Spectre / Spectre RF	Platform Interop
Shell Scripting	DesignSync	TechDB Configuration	Spice	Stream / GDSII
sh / csh / tcsh / bash	SKILL	PDK / Techfile	VerilogA	LEF / DEF
Perl	Tool / Tech Setup	Pcell / Connectivity	Virtuoso Layout	EDA Methodology

Customer Support / Sales Engagement

Customer Helpline	Presales Support	Engagement Planning	Pilot Projects	Customer Advocate
Onsite Support	Assessments	Sales / Field Training	Partner Programs	Issue Tracking
Post Sales Support	Value Propositions	Solution Development	Beta Programs	Issue Resolution
Customer Training	Product Demonstration	Solution Implementation	Solution Proliferation	Process Improvement

Training & Development

Instructional Design	Technical Writing	Classroom ILT	Presentation Dev	Web Development
ADDIE	Content Development	Remote Training	Preso Delivery	SME
Needs Assessment	Knowledge Management	Webinars	Public Speaking	Technical Training

Hardware Design Engineering

Analog	Defense Systems	RF XMTR / RCVR	CATV	Worst Case Analysis
RF	Analog Baseband	RF Temp Comp	Set Top Converters	Control Loop Analysis
Digital	Electronic Guidance	Gain Control	Head End Video Proc	PCB Layout
Video	Power Supplies	Hybrid Modules	Analog Video Encrypt	Mfg Startup

Productivity Toolbox

Windows XP / 7	Microsoft Office 2007	MS Visio 2007	MS LiveMeeting	Twiki
Redhat Linux RHEL	MS PowerPoint 2007	Adobe Dreamweaver	SpaceCruiser	VMware Workstation
CentOS Linux	MS Word 2007	Photoshop Elements	Intraspect / Sharepoint	VirtualBox
Unix	MS Excel 2007	Apache Server	Eclipse	VNC

Formal Education

Case Western Reserve University EST. 1826 — think beyond the possible™
BS Electrical Engineering

SMU
MS Electrical Engineering

Certification

COLLIN COLLEGE
Training & Development

Driven by a curiosity for how things work, educated through effort, able to work around the fog of subject matter expertise to solve problems, and certified by the University of Just Did It.

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PROFESSIONAL HISTORY

CADENCE DESIGN SYSTEMS, Headquarters in San Jose, CA **1995 - 2009**

Cadence develops electronic design automation software and hardware used worldwide to design and develop integrated circuits, and electronics systems.

Technical Leader (2002-2009)
OpenAccess (OA) Migration and Virtuoso IC 6.1 Adoption Program

Defined and executed strategy to migrate customers to OA, an open standard database for IC design, in a paradigm shift for the semiconductor industry. At the core of an OA based solution, the Virtuoso platform, a $350M business with 80%+ market share, enables enhanced design capabilities, streamlined flows, and increased productivity.

- **Solution / Methodology Development** – Employed a structured migration process based on detailed assessments of client environments and data resulting in successful migrations verified against validated metrics. Implemented new methodologies enabling clients to realize gains in design capability and productivity with an OA based solution.
- **Client Engagement** – Conducted 20+ customer pilot projects with training, migration support, methodology improvement, and product support. Three month focused engagements ensured successful transitions. Improved cross platform digital implementation flows eliminating error prone and time-consuming translations.
- **Customer Support** – SME and advisor on OA, data migration, and platform adoption. Implemented solutions to Process Design Kit setup, the OA technology database, platform interoperability, and physical implementation / layout tool functionality.
- **Training Development** – Developed training and the knowledge base, leading the team in managing and editing content as the technology evolved with continuous improvement based on lessons learned through client engagements.
- **Product Engineering** – Working with R&D and client CAD teams, interpreted and translated details on OA, PDK's, and tool functionality into solutions. Supported R&D with release documentation, utility scripting, and usability issue resolution.
- **Customer Enablement** – Published the IC 6.1 Adoption resource website. Developed and presented demos, papers, and workshops at industry and user conferences, giving customers the confidence to proceed with adoption.
- **Field / Sales Enablement** – Trained support and sales teams to engage and assist global customers on OA migration. Implemented a self-paced client engagement process to scale the program and reach additional customers with trained personnel.

Design Flow Engineer (2000-2002)
Analog / RF / Mixed Signal Design Methodology

Developed a top-down / bottom-up design methodology to improve chip level circuit simulation flows with behavioral modeling in the Virtuoso Analog Design Environment.

- **Solution Development** – In a systems approach to IC design, employed top-down behavioral modeling for early stage functional verification. Bottom-up transistor-level design blocks replaced those models as chip design progressed. A mix of refined VerilogA models for speed and transistor-level models for accuracy in critical blocks enabled and improved full chip simulation times.
- **Client Engagement** – Partnered with an RF / Wireless customer proving the solution in a space where system modeling is critical and full chip simulation is challenging.
- **Field / Customer Enablement** – Published the AMS Design Environment website documenting the methodology and capturing best practices for setting up the environment, constructing behavioral models, and executing the design flow. The result earned customer confidence in the tools as a solution.

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PROFESSIONAL HISTORY

CADENCE DESIGN SYSTEMS, Headquarters in San Jose, CA

Field Applications Engineer (1995 – 2000)
Analog / RF / Mixed Signal Design and Simulation

Provided call center support, training and onsite services to customers of Cadence custom IC design software products and solutions.

- **Customer Support** – Maintained customer productivity with software installation, licensing, and analog / custom IC design tool expertise – DFII, Composer schematic driven layout, Analog Design Environment, and Spectre / SpectreRF simulation.
- **Technical Training** – Conducted product training on analog / RF design tools with consistently high satisfaction rates. Developed customized training and augmented standard course offerings to address client specific requirements and methodologies.
- **Client Engagement** – Embedded in the Texas Instruments Analog / Mixed Signal group providing customized tool / methodology training and frontline support on the TI design environment and analog / RF simulation for a design community of 400+.

GENERAL INSTRUMENT, Carrollton, TX **1990 - 1995**

RF / Analog Design Engineer
CATV Equipment Design

Developed cable television hardware – analog set-top converters with operator requested features for residential use and video processing hardware installed in operator head-ends.

- **Design** – Improved received picture quality for consumers by redesigning the video encryption baseband processing hardware at the head-end, providing a precise, stable signal source that was an easily maintainable solution for cable operators. Developed a set-top model with premium channel reception tunable as an off-air channel from the TV allowing the consumer full use of the TV's features – a redesign of the RF signal path.
- **Prototype / Test** – Designed and built PCB, RF module, and set-top prototypes. Conducted engineering tests and tested picture quality against the toughest metric - visual perception.
- **Manufacturing / Deployment** –Engaged and trained factory personnel in manufacturing setup and pre-production product runs. Engaged cable operators in live transmission environments to test and prove acceptable picture quality in varying system conditions.

TEXAS INSTRUMENTS, Dallas, TX **1983 - 1990**

Electrical Design Engineer
Defense Systems Electronics

Provided technical support to defense system programs including circuit design, system troubleshooting, worst case analysis and design verification.

- **Design** – Antenna beam steering hardware for a receiver – RF down conversion and analog baseband signal correlation processing. Missile guidance electronics – analog rate/position sensing and control hardware. Airborne radar detection and locator system – control logic and temperature compensated gain control in RF modules.
- **Manufacturing Support** – Worked with manufacturing teams to assemble and test hardware during pre-production. Technical lead / interface with vendor for hybrid module assembly.
- **Design Analysis / Verification** –Performed Worst Case Analysis circuit simulations to verify hardware designs and to identify and correct potential problems prior to production.