

TODD HUDSON

1441 FERNCLIFF ROAD, CHARLOTTE, NC 28211
RTHUDSON@BELLSOUTH.NET 704.778.2596

SUMMARY

Successful track record as a Sales and Marketing leader with a penchant for emerging market development and growth through innovative products and services.

PROFESSIONAL EXPERIENCE

Tessera Inc. March 2006-Present Charlotte, NC

Tessera invests in, licenses and delivers innovative miniaturization technologies that transform next-generation electronic devices. The Micro-optics division is based in Charlotte, NC.

Key Account Manager (reporting to VP Sales)

- Responsible for 80% of revenues for Micro-optics Product Group - \$20M annually. Clients include top ten worldwide leaders of semiconductor manufacturing equipment.
- Conducted regular, face-to-face meetings with international customers to share technical roadmaps, identify new opportunities and close deals/agreements.
- Negotiated 25% price increase with largest customer and a three-year single source position with second largest customer. Identified new product opportunities and led team to bring products to market
- Commanded 90% of total available market share of key product with high profitability
- Product expert for communications and semiconductor based products
- Responsible for forecasting, lead generation and tracking and trade show management

HealthSTAT, Inc. 2003 to February of 2006 Charlotte, NC

HealthSTAT is a leading provider of ON-SITE Primary Care and High Health Risk and Disease Management Services for employers throughout the United States.

Vice President of Sales and Marketing

- Increased revenues on a per participant basis by over 75% and profitability by 50%.
- Team tripled revenues from \$2.5MM to \$7.5MM by growing client base from 35 to 65.
- Created and implemented revenue-bearing supplementary offerings.
- Led Customer Service Team of seven full-time employees.

Vice President of Operations

- Responsible for the operation of more than 200 clinics in 15 states that provide on-site healthcare designed to reduce corporate healthcare expenses.
- Managed 65 clinic providers and their attending physician practices.

Recruited by retained search firm to Tessera (Digital Optics) as key account manager.

Cielo Communications 1998 to 2003 Plano, TX ; Boulder, CO

Start-up backed by Menlo Ventures, and Mayfield Group, Cielo Communications was a manufacturer of vertically integrated communications modules using our own 1310-nm VCSELs.

Global Strategic Accounts Manager/Worldwide Sales Manager

- Drove design wins for a new product launch at all Tier 1 accounts Nortel, Cisco, Ericsson, Compaq, Cabletron, and Lucent
- Worked closely with executive level contacts to communicate design improvements in order to meet next generation technology needs/objectives.

TODD HUDSON

- PAGE 2 -

- Met or exceeded sales commission plan targets in every position held at Cielo.
- Managed and directed four Senior Sales Engineers in North America and Europe.
- Responsible for 300% increase in revenue year/ year.
- Developed sales forecasts in an emerging international market and implemented strategies to meet these forecasts.

Regional Sales and Inside Sales Manager

- Pioneered Mid-America territory and earned additional East Coast responsibility.
- Managed and directed Inside Sales Team that was responsible for prospecting direct sales to lower-tiered customers in US and Europe. Resulted in an overall revenue increase of 20%.
- Implemented new sales channels to strengthen market presence in US and Europe.

Cielo closed its' doors due to missing technology milestones and failing to go through an IPO.. Recruited back to North Carolina to help a colleague get his healthcare start up off the ground.

Siecor/Corning Cable Systems

1985 to 1998

Hickory, NC

Corning Cable Systems is a leading manufacturer of fiber optic communications system solutions for voice, data and video network applications worldwide.

Senior Market Specialist

Planned, developed and managed data communications OEM market. Took an entrepreneurial role to find new opportunities and provide missionary sales in an emerging market.

- Compiled the strongest OEM product portfolio Siecor ever had. First time successes of selling to Tier 1 system companies. Justified new sales organization based on my ability to target new OEM customers such as Cisco and Hewlett Packard.
- Developed emerging technology products through strategic partnerships with Amp, Siemens and Hewlett Packard.
- Maintained sole-source position and increased business by 30% as Account Manager for IBM Fiber Transport Systems through new innovative products and strong relationships.
- Directed standards activities and uncovered new opportunities as Siecor Standards Coordinator through relationships within standards body membership.

Product Manager - Optical Test Equipment

- Developed market plans to determine new product needs. Defined new line of handheld products and brought them to market.
- Led Sales support and market responsibility for major account, Siemens, through strategies, training, literature, articles, advertising, RFP/RFQs, pricing, and service.
- Focused on Siecor's largest customer, Anixter, and their distribution sales channel to increase awareness of new product line, which led to a sales increase of 42%.

Left when recruited to start-up Cielo.

EDUCATION

Bachelor of Science in Mechanical Engineering

1984

Clemson University

OTHER

Eagle Scout; Marathon – Steamboat Springs, Colorado; Senior Class President