

SKIP LARSON

VICE PRESIDENT / DIRECTOR



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MARKETING ♦ SALES ♦ PRODUCT DEVELOPMENT ♦ BUSINESS DEVELOPMENT

Dedicated Executive leader with 15+ years of experience managing high-technology product development, launch, business development, and marketing. Recognized for creating new, innovative ways to communicate value propositions for sophisticated products through top-notch marketing strategies, materials, and campaigns. Leverages technology and engineering background to build high-impact messaging on meager budgets. Flexible, collaborative team player and full partner to executive leadership.

- ❖ Product Management
- ❖ Cross-functional Team Leadership
- ❖ Product Development
- ❖ Marketing Strategy
- ❖ Product Marketing
- ❖ Competitive Analysis
- ❖ New Business Development
- ❖ Negotiation
- ❖ Profitability Improvement
- ❖ Best Practices & Benchmarking

MBA - Finance and Marketing, Southern Methodist University - Cox School of Business.

BS - Engineering with a Mechanical Specialty, Colorado School of Mines

History and Highlights

Vapor Technologies



Director - Marketing and Sales

2014 to 2017

Nanotechnology capital equipment and surface finish development firm. Delivering manufacturing systems for premium surface finishes to leading manufacturers for more than 25 years. Markets served include home hardware, medical devices and instruments, industrial tooling, consumer electronics and products, and other industries.

Key member of executive management reporting directly to the company President. Hired to reintroduce firm to commercial markets, establish modern brand, and carve out unique space with newly developed technologies. Exercised top-to-bottom marketing control with limited budget.

- Led negotiations with new customers, and orchestrated \$1M+ sales of B2B capital equipment.

- Created \$5M+ pipeline for Cadence FLEX, a new coating system process, in less than one year.
- Established recurring revenue streams with new products, upgrades, and maintenance contracts.
- Rebranded company by launching a new website, modernizing promotional materials, and leading the participation in key market trade shows.
- Opened new verticals in automotive, medical device, industrial, consumer product goods, and consumer electronics markets.
- Launched internally developed deposition technology product in less than 15 months with two new market - medical, and transportation - customer applications.
- Developed and implemented product development and marketing strategies, applying benchmarking and establishing best practices.
- Leveraged key company strengths with innovative solution oriented products and services.

Advanced Energy Industries

2001 to 2014



\$500+M company that develops power and control technologies for the manufacture of semiconductors, flat panel displays, data storage products, solar cells, industrial applications, and architectural glass.

Director, Product Marketing Management - 2004 to 2014. Led marketing staff in managing outbound marketing activities, crafting product messaging and positioning, and developing innovative marketing programs that drive demand.

- Spearheaded product launch across three key technologies worldwide including China, Japan, Korea, Germany, and US improving product gross margin 50% and enhancing market share 50% in one year.
- Increased profitability P&L 10% and led marketing development for the DC/AC lines of business, producing \$100M annual revenue.
- Regained market share and repositioned products, increasing prices 30% and gross margins 25%.
- Launched a product upgrade and repair program and created a cost effective solution to sell into a highly competitive market, expanding market opportunity 3X.
- Led ROI analysis and developed strategic plan, business integration, and marketing campaign for a new product line, accelerating market penetration, and increasing product portfolio revenues \$4M+.
- Managed due diligence and acquisition of Switzerland-based manufacturing company, completed all milestones, created the go to market plans, and integrated product in the sales portfolio.

Sales Manager / Applications Engineer - 2001 to 2004. Led sales management for semiconductor manufacturing customers including Texas Instruments, Intel, AMD, Motorola, and Atmel directly and through sales representative channels.

- Drove margins up 50% and improved service efficiency 100% by creating and implementing innovative service repair program.
- Increased sales revenue to \$4M, a 25% gain year over year when overall sales for the company were down more than 30%.

Procurement Analyst / Equipment Engineer
Texas Instruments



1995 to 2001

Managed \$30M budget and team of 12 engineering technicians exceeding supplier KPIs for critical spares supply chain for worldwide semiconductor fabrication facilities through CIP programs, pricing negotiations, and quality assessments. Managed semiconductor equipment engineering activities, creating cost savings and manufacturing efficiency improvements.

Lead critical spares negotiator for greenfield 300mm IC fabrication facility ensuring pricing, delivery, and support metrics were all met or exceeded.

Additional Information

Publications:

“A New Generation of Flexible Power Supplies for Dual Magnetron Sputtering”, Co-author, presented at GPD China Conference Proceedings in 2013.

“Pulsed DC Power Supplies For Dual Magnetron Sputtering”, Co-author, presented in SVC Bulletin - 2013 Technical Conference Review.

Patents:

“Methods and Apparatus For Applying Periodic Voltage Using Direct Current”, US 20110248633 – Issued October 2011.

“Current Threshold Response Mode for Arc Management”, United States US 20120285620A1, Issued May 2011.

“Proactive Arc Management of a Plasma Load”, US 8552665 B2, Issued August 2010.

Community Service:

Past Board President, Children's Speech and Reading Center, Fort Collins, CO.

Chaperone, Early Reader Program, Poudre School District.