

Pédro PIERNAS

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Birth year: 1967



Sales Engineer Sales & Business Development for technical products Fluent in FRENCH, SPANISH, ENGLISH Good bases of GERMAN

SKILLS:

- Both technical and sales skills: graduated as electrical engineer + 20 years sales experience in the industry for both consumable and equipments, mainly in semiconductor industry
- At ease in an international environment: extensive experience selling internationally or dealing with international suppliers
- Sales mindset: customer & solution - oriented, at ease in opening new markets & customers, both hunter and farmer spirits, innovative, pro-active, resilient, respectful and honest

EXPERIENCE

APPLIED MATERIALS (AMAT Bernin) 300 persons Est. turnover : 200 Meuros September 2023 – April 2025	Sales Engineer for semiconductor equipments for ALD deposition <ul style="list-style-type: none">• Territory: South Europe (France, Italy, Spain, Portugal, Switzerland, Ireland)• Product: Atomic Layer Deposition Equipments (acquisition from Picosun Oy by AMAT in June 2022)• Applications; ALD coating on wafers and 3D objects (colorization and medical markets)• Customers#1: wafer coating for IDMs, Universities and RTOs (STMicroelectronics France & Italy, CEA LETI, CNRS, IEMN, META Ireland and UK, MURATA France, etc...); customers#2: Medical and Swiss watch sectors (coating of 3D objects)• Note: cancelation of manual tool range by AMAT in January 2025• Sales results 2024: bookings: 3,0M\$; invoicing: 5,0M\$
Murphy, France (start up) 120 persons, Turnover: 1 million Euro in 2020 January 2021 - August 2023	Repair technician for Appliances <ul style="list-style-type: none">• Gives me the opportunity to explore new professional skills linked to preservation of the environment 6 months training for the repair of the entire range of electro-domestics <ul style="list-style-type: none">• B to C business: direct repair of appliances at customers'
ENPLAS Europe Ltd, UK 15 persons, Turnover in 2018 13,5 \$ Million August 2014 until December 2020	Sales Engineer / Microelectronic Industry + plastic industry <ul style="list-style-type: none">• Territory: Europe (home office based); frequent travels within Europe & Asia (Japan, Philippines)• Market#1: Semiconductor testing; Market#2: High precision injected plastics• Customers#1: Semiconductor manufacturers (STMicroelectronics France, Microchip France, ONSEMI Belgium, etc...); customers#2: in signage industry (JCDECAUX France, Clear Channel France)• Products: reliability and production test sockets (micromechanics and interfaces for contacting of packaged devices) - high precision plastic molded products (optics, gears)• Mission:<ul style="list-style-type: none">○ Hunting: Business development and new product introductions in both semiconductor and high precision plastics; opening new markets & applications○ farming: sales management and development of Tier 1 & 2 customers in Europe; responsible for key accounts sales and target achievements (90% direct sales, 10% via distribution)

	<ul style="list-style-type: none"> • Success: increased drastically customer count and total sales from 590K\$ in 2014 to 2,2M\$ in 2020
<p>Probetestsolutions, Glasgow (UK), 30 persons</p> <p>Turnover in 2018: 9,0 \$ Million</p> <p>September 2012 until July 2014</p>	<p>Sales Engineer France / Microelectronic Industry</p> <ul style="list-style-type: none"> • Territory: France, Benelux and French speaking CH, Southern Europe; home office, frequent travels, within Europe & USA • Market#1: Semiconductor testing; Market#2: High precision injected plastics • Customers: Semiconductor manufacturers in Europe (STMicroelectronics France, CEA LETI France, NXP France etc...) • Products: Probe cards, test sockets, advanced PCBs, Test interfaces • Mission: direct sales & business development in full autonomy • Success: Developed sales from 50K\$ to 400K\$ in 2 years
<p>CASCADE Microtech Inc, Beaverton, OR (USA)</p> <p>400 persons, turnover in Turnover in 2011: 105 \$ Million</p> <p>September 2005 - March 2012</p>	<p>Sales Engineer Europe / Microelectronic Industry</p> <ul style="list-style-type: none"> • Territory: Europe; home office based, with frequent traveling within Europe and to Head Quarters in USA/Oregon • Market: semiconductor testing • Customers: Semiconductor manufacturers in Europe • Products: Probe cards (micro-contacting tools used to test devices on silicon wafers) + sockets (micro-contacting tools for test of packaged devices) for IC test • Mission: <ul style="list-style-type: none"> ○ Sales development and management; direct sales ○ Key account management (INFINEON, NXP, STMicroelectronics, EPCOS, FILTRONICS, ALTIS etc...) ○ Definition of sales strategy + pricing + forecasts + roadmaps + customer support ○ VPA negotiations (Volume Purchase Agreement)
<p>PROBEST, Corbeil-Essonnes (91) (France), start-up</p> <p>December 2002 - March 2005</p>	<p>Sales & Purchasing manager / Microelectronic Industry</p> <ul style="list-style-type: none"> • Territory: Europe and Asia • Market: Semiconductor testing • Customers: Semiconductor manufacturers in Europe • Products: Probe cards (for wafer contacting) – TIPS cleaning equipments + consumables • Mission: <ul style="list-style-type: none"> • Direct sales to top customers throughout Europe (PHILIPS, STMicroelectronics, FREESCALE, INFINEON, ALTIS etc...) and management of distributors • Promotion of Probest image and products (design of PROBEST brochures, organization of shows in Europe and Asia...) • Purchasing: <ul style="list-style-type: none"> • Selection & follow up of key suppliers <ul style="list-style-type: none"> ○ Price negotiation of consumable and equipments ○ Search of advanced materials and suppliers for probe card manufacturing (ceramic coatings, laser cutting equipments etc...)
<p>ATMEL Grenoble / Saint Quentin en Yvelines (78) (France)</p> <p>600 persons, turnover in 2001: 100 Million €</p> <p>April 2001 – November 2002</p>	<p>Field sales engineer / Microelectronic Industry</p> <ul style="list-style-type: none"> • Territory: Benelux and Scandinavia • Market: Electronic industry • Products: Electronic Sub Assemblies (fast linear and high resolution matrix cameras, X-ray digital sensors for dental applications) and ICs under package or die format (broad data converters, Motorola µProcessors for extended temperature range, RF Transceivers, biometrical sensors) • Mission: <ul style="list-style-type: none"> ○ Sale of electronic components (ICs) and sub-systems to the electronic industry ○ Sales development (direct sales and distribution)

<p>ABB Automation, Champagne S/Seine (77) (France)</p> <p>220 persons, turnover in 2000: 285 Million FRF</p> <p>March 1999 – April 2001</p>	<p>Sales engineer / Power Generation Industry</p> <ul style="list-style-type: none"> • Market: Power generation, based on engine/turbine and generator packages • Territory: Japan, South Africa and Europe (France, Spain and Austria) • Products: Synchronous generators from 500 KVA to 5000 KVA • Applications : Power plants, cogeneration, emergency gensets, marine • Customers: OEMs (diesel/gas engine and turbine manufacturers , packagers), final customer (shipyards, engineering companies, final users) • Mission: setting up a portfolio of new customers in countries not yet or poorly covered by ABB Automation; creation of product sales brochure for ABB France synchronous generators • Success: Opening up of the Japanese (KHI, MHI, YANMAR) and South African markets; biggest company contract with JENBACHER Austrian genset manufacturer in 2000; total sales in 2000: 30 million Francs
<p>CERPROBE-UPSYS, Corbeil-Essonnes (91) (France)</p> <p>35 people, turnover in 1998: 35 Million FRF</p> <p>October 1995 – March 1999</p>	<p>Sales engineer / Microelectronic Industry</p> <ul style="list-style-type: none"> • Territory: Europe • Market: Semiconductor wafer testing • Products: Probe cards (micro-contacting tools used for test devices of silicon wafers) and test interfaces • Mission: <ul style="list-style-type: none"> ○ First introduction of vertical probe card technology in Europe: UPSYS pioneered the design and manufacturing of vertical probe card in Europe; technology is commonly used nowadays ○ Direct sales of UPSYS vertical probe cards and distribution of standard probe cards manufactured in Scotland and USA ○ Marketing (exhibitions, sales brochure creation) • Success: Sales development in 1998 reaching an equivalent total of 2,0 million Euros
<p>KIDDE DEXAERO - Williams Holding Antony (92) (France)</p> <p>55 persons, turnover 1995: 50 Million FRF</p> <p>August 1993 – September 1995</p>	<p>Application engineer / Industrial Safety Industry</p> <ul style="list-style-type: none"> • Market: Protection of industrial processes in food, agricultural, pharmaceutical, plastic industries etc. (all processes generating dust) • Territories: France and Europe • Products: Fire extinguishing and dust explosion suppression systems (protection of industrial processes against fire and explosion hazards) • Mission: design, installation and commissioning of industrial protection systems; sales engineers technical support • Note: received product trainings in UK and USA
<p>Military duty / conscription 1990 – 1991</p>	<p>12 months in total 10 months in Freiburg in Breisgau (Germany) + 4 months personal time to learn German</p>

EDUCATION

<p>AFERE in Paris 1992 – 1993</p>	<p>Training for international technical sales (English, sales techniques, international sales, finance) « Région Ile de France », level II</p>
<p>INSA of LYON (Institut National des Sciences Appliquées) 1985 – 1990</p>	<p>Electrical engineering Diploma 1990 Majored in: Signal and information processing (TTSI)</p>

High school “Blaise Pascal” in Clermont-Ferrand, France 1985	High school diploma (Baccalauréat C, Mathematics and Physics)
SKILLS & INTERESTS	

LANGUAGES:

- FRENCH and SPANISH / Mother tongue level
- ENGLISH / Fluent (spoken, written, read)
- GERMAN / Spoken; frequent business travels to Germany, Austria and Switzerland since 1995, 14 months spent in Germany in 1990-1991

COMPUTER SKILLS:

WINDOWS - EXCEL, WORD, POWER POINT – PHOTOSHOP – INTERNET- AUTOCAD - Languages : C, PASCAL

OTHER INTERESTS • Travels, foreign languages, technology; sports: soccer , jogging, swimming