

# Michael Monkang Chu

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## OBJECTIVE:

- To lead a team of **passionate, customer-facing** technologists and business professionals in **defining, delivering and marketing leading-edge, high visibility products** for a technologically innovative company.

## PROFILE:

- **Result and goal-driven** with a “**make-it-work**” attitude and affinity for technical and business challenges.
- A **passionate hands-on management style** derived from in-depth knowledge of the relevant engineering details and a commitment to getting it done, no matter what.
- Over a **decade of engineering design experience** in industry and research.
- **Significant customer-facing experience** in pre-sales, technical support, and spokesperson roles.
- Career-long interest and participation in **product architecture and definition**.
- Experienced in **defining, delivering and marketing strategic products**.
- Proven ability to succeed and excel in a **diverse range of professional roles**.

## TECHNICAL EXPERIENCE:

- **Strong technical foundation** in modern software and hardware programming languages, operating systems, compilers, graphics and GUI development, network protocol manipulation, and cryptographic standards.
- Hands-on industry experience specifying, designing, implementing and debugging **large hardware and software systems**.

## WORK HISTORY:

1/2008 – Present

**ADVANCED MICRO DEVICES, INC. (AMD)**

Sunnyvale, CA

Product Manager, Stream Computing Software (GPGPU)

- **Manage product definition and marketing for ATI Stream software development products**, including ATI Stream SDK, ACML-GPU and future OpenCL products. I am responsible for working with our engineering team to get feature commitment and delivery for releases. I work with PR to effectively position my products in the market.
- Engage tool and library ISVs in order to **build and expand the ATI Stream development software ecosystem**.
- Define and implement the early access ATI Stream SDK program used to **improve overall product quality and enable strategic customer engagements**. This program has been instrumental in retaining key customers and securing ISV commitments.
- **Lead cross-product ATI Stream technology brand usage definition**. By driving the development of a clear brand usage policy, we enable ISVs to easily state their AMD GPU requirements to their customers, producing greater sales of our hardware.

- Work with training partners to **develop and deploy ATI Stream software training sessions**. This allows local business development managers to bring their top customers quickly up to speed on ATI Stream development.
- **Present and evangelize ATI Stream strategy and product offerings**. I have been called on countless occasions to serve as a spokesperson for ATI Stream for customers, partners, press and analysts. As a result of press and analyst engagements, I have been **quoted in several publications and Q&A sessions**.

6/2006 – 1/2008

**DRC COMPUTER CORPORATION**

Sunnyvale, CA

Manager, Application Engineering

- Led a team of application engineers responsible for developing benchmarks, application examples, and handling key customer application development contracts. My team served a critical sales and marketing role by providing **pre-sales support** to key potential customers and playing an important role in **defining future product features**.
- Managed the **bidding and execution of customer application development projects** which were responsible for a **sizable amount of the company's revenue**.
- Served as the **key technical contact for all customers**, fielding customer requests and translating them into feature additions on the product road map. I worked with engineering and manufacturing to resolve all customer issues. Through prompt and honest responses to customers, I **earned praise from key customers** and was **cited in their publications**.
- **Built, maintained and leveraged relationships with tool and application development partners**. Leveraging quality development partners, I was able to support a greater number of application porting efforts without increasing my staffing requirements. This allowed **more product to be sold without increasing expenses**.
- Prepared and delivered **demos and technical presentations** for trade shows and customer visits in North America and Europe.
- I personally **created and currently maintain the product's user's guide, OEM guide and other documentation**. The user's guide served as the customer's first detailed technical introduction to our product. I **received numerous compliments from customers on the intuitiveness and completeness of the user's guide**.
- Provided hardware development, software development, and testing support when the engineering team is undermanned so that **critical product features can be implemented in time** for an upcoming release.

3/2003 – 6/2006

**STRETCH, INC.**

Mountain View, CA

Lead Engineer – Integrated Development Environment

- Led a team of developers and testers in designing, implementing, debugging and releasing the company's Integrated Development Environment software that tied together the source editor with the back end compiler, profiler and simulator. The IDE served as the **customer-facing interface for the company's development tools suite**, enabling the customer to more **quickly develop their applications** for our processor.
- Kept the IDE competitive by constantly soliciting customer and application engineering feedback. It was my responsibility to **translate that feedback into actionable and prioritized engineering decisions** for my team.

- Directed and monitored the testing effort of the IDE QA group in India. Due to difference in time zones, this augmented in-house testing efforts and allowed **round-the-clock validation of the IDE leading to a more robust product.**
- Wrote and maintained the help documentation and viewer for the IDE. The IDE help documentation viewer was integrated with the IDE and provided both general as well as context-specific information to **enable the customer to utilize our software easily.**
- Developed and maintained system-level validation tools to verify the entire software tool flow. This provided the basis for the team's **customer application testing suite** and enabled the software team to quickly catch bugs introduced during development. As part of the nightly testing regimen, the system-level validation tools enabled the company to develop new features with the confidence that **existing customer application would continue to improve** with each new release.

6/2000 – 3/2003

**ANDES NETWORKS, INC.**

Mountain View, CA

Senior Hardware Design Engineer

- Hired as a software design engineer but agreed to move over to hardware engineering due to the urgent company need for an **architect and implementer for the company's first generation SSL acceleration network chip.** This enabled the company to **go to market with a high-performance acceleration appliance earlier** than would have been possible. In turn, the company was able to provide an SSL acceleration solution that easily exceeded the transaction load experienced by top players in the Internet industry.
- Implemented key portions of the software emulation model of the main network chip, enabling **early prototyping and debugging of the appliance** well before the hardware components were completed. This enabled the software team to develop their code in parallel with the hardware team and **shortened the time to market of the first product.**

**EDUCATION:**

- **M.S. Computer Science**, UC Berkeley (December 2000)
- **B.S. Electrical Engineering/Computer Science (EECS)**, UC Berkeley (December 1997)

**PUBLICATIONS:**

- I have several professional and research publications in leading industry-recognized periodicals and journals such as FPGA Developer, ACM/SIGDA, FPL, FCCM, and JVLC.
- **Copies of publications available upon request.**

**PATENTS PENDING:**

- Michael Monkang Chu, **“Reboot Reconfiguration of an Accelerator Module Having a Programmable Logic Device”**, Provisional Patent Application Submitted on 8/13/2007.

**MISCELLANEOUS:**

- Private Pilot (ASEL-Instrument)

**REFERENCES AVAILABLE UPON REQUEST**