

**AL ORTEGA**  
**154 Chauncy Street, Mansfield, MA 02048**  
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**SUMMARY**

- Product Line Management- Hybrid & Power Discrete (Space) products
- Business Development- Military & Space products
- Design Engineering- AC-DC Converters, DC-DC Converters, POL's
- New Product Development- Rad- Hard Power Supplies
- Experience with MIL-PRF- 38534, 19500, MIL-STD- 883 standards

**Accomplishments**

- Managed a \$40M Space product line at Microsemi
  - Developed Application Notes for Space Products
  - Managed a \$4M sales region at Satcon
  - Developed marketing presentations, advertising brochures and customer literature
  - Produced Space Brochure, Custom Hybrid Brochure, Short Form Catalogue
  - Designed and developed a 100W and 75W AC-DC converter
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**EXPERIENCE**

**Microsemi Corporation Lawrence, Ma.**

**2009- 2016**

**Business Development/ Product Line Manager**

**20012- 2016**

**Rad- Hard products**

- Develop & Perform customer presentations
- Sales Training on new products
- Define pricing strategy for product lines
- Develop new business at key accounts
- Manage costs, resources & yields on Space product lines
- Member of the Corp. Space Council at Microsemi
- Develop new product definitions and release plans
- Create product literature & data sheets as needed for Hybrid & Power Discrete products
- Manage website pages
- Interface with Corporate Marketing to develop promotional activities
- Travel to customers as needed to promote new products

**Sales & Marketing Mgr.**

**2009- 2012**

**Rad- Hard Discretes & Hybrid products**

- Develop hybrid power products business for the Hi- Rel group of Microsemi
- Create sales tools, (presentations, brochures, data sheets)
- Define and manage new power regulator products
- Support Hi- Rel customer base: Raytheon, Boeing, SAIC, Los Alamos, General Dynamics, BOEING, Honeywell, Northrop, BAE, Lockheed

**SatCon Electronics Marlborough, MA**  
**Regional Sales Manager- Power products**

**2006 to 2008**

- Improved sales revenue from \$2M to \$3.2M in 2008
- Customer Base: Raytheon, Boeing, SAIC, Los Alamos, General Dynamics, BOEING, Honeywell, Northrop, BAE, Lockheed
- Define and manage new product development of power regulators & hybrids
- Manage & train manufacturers' sales reps
- Develop and perform Lunch & Learn presentations
- Develop datasheets and application notes

**International Rectifier Leominster, MA**  
**Marketing/Applications Mgr.- Power Semis & Hybrids**

**1999 to 2006**

- Responsible for market development and applications of power discrete components as used by the Military, Satellite and Aerospace industry.
- Supported customer base: Raytheon, General Dynamics, Northrop, BAE, Honeywell
- Product training of field sales managers and independent sales force
- Creation of new product data sheets
- Developed custom quotes and price proposals
- Developed market literature for discrete and hybrid components

**ST\_Micro, (SGS-THOMSON) Lexington, MA**  
**Sen. Marketing Engineer- Commercial & Military Semiconductors**

**1997- 1999**

- Responsible for market development and pricing for power discretes in the East Coast region.
- Responsible for PowerMos marketing for the U.S. market
- Provided technical support to U.S. customer base. Major customers: Lutron, APC, Vicor, ABB, Honeywell, Galaxy, Artesyn.
- Provided product of training of Field Sales Reps customer service

**VICOR CORP Andover, MA**  
*Sen. Component Engineer*

**1995- 1997**

- Responsible for qualification and documentation of component database
- Provide engineering support to materials with cost reductions and alternate source qualification
- Reduced component costs by \$150K in 1995
- Developed ATE test system for Power Semiconductors

**COMPUTER PRODUCTS Boston, MA**  
*Product Quality/ Engineering Mgr.*

**1986-1994**

- Managed supplier quality assurance & Component Engineering
- Member of internal audit team for ISO 9000 program
- Promoted cost reduction programs through alternate source evaluations
- Responsible for qualification and documentation of component database

- Designed & developed H- Bridge AC- DC Converters
- Re- designed existing Portable Power Supply; Developed new 75W & 100W H- Bridge topology designs to replace aging power systems.
- Successfully transitioned new designs into production

### **EDUCATION**

Bachelor of Science- Electrical Engineering- Northeastern University  
Associates in Engineering- Northeastern University

### **RELATED SKILLS & Training**

Computer Software: 20 years experience using MS Office applications: Word, Excel, Power Point, Access  
Miller Heiman Sales training  
ISO Auditor training