

## Wayne Jones

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### Objective:

Senior team management position in an engineering/marketing environment. Application of communication skills (print, web, seminar) to present sophisticated technical material in an understandable manner. Development of new market opportunities and products.

### Professional History:

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#### **Intel Corporation** June 2005 to Present (*Semiconductor and Computer Equipment Manufacturer*)

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| <b>Operations Manager, Intel Press</b> (Feb 2006-Present) | <ul style="list-style-type: none"><li>• Managed production of technical books from manuscript to finished book including prepress, illustrations, printing and distribution.</li><li>• Developed and implemented new processes and procedures to improve efficiency and lower cost.</li><li>• Redesigned and rebuild complete Intel Press Intranet including new branding, improved organization, and new content.</li><li>• Organized conversion of new and existing books to new Intel 3.0 branding.</li></ul> |
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| <b>Field Training Manager</b> (June 2005-Feb 2006) | <ul style="list-style-type: none"><li>• Managed field training events with partner companies.</li><li>• Developed BKMs to improve inter-group communication, reduce errors and improve efficiency. <i>Received award for contribution to 2005 Amplify program.</i></li></ul> |
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#### **SigmaTel Corporation** March 2005 to Dec 2005 (*Semiconductor Manufacturer*)

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| <b>Independent Contractor</b> | <ul style="list-style-type: none"><li>• Developed white paper on audio quality for internal guidance and training, external promotion, and development programs to improve audio performance.</li><li>• Co-authored a technology book on High Definition Audio including content, illustrations, and poster of detailed system diagram.</li></ul> |
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#### **Audio Precision** April 1991 to Jan 2005 (*Manufacturer of professional audio test equipment*)

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| <b>VP of Applications Engineering</b> (2000-2003) | <ul style="list-style-type: none"><li>• Established liaison with key customers to assess their needs, determine how to apply Audio Precision's products and resources to solve these needs, and integrate their feedback into product development. <i>Sales increased with these customers after engagement.</i></li><li>• Designed, wrote, and published technical and promotional material to promote products and applications leading to increased sales. These included web seminars, applications notes, technical white papers, and magazine articles. <i>See list with examples in supplemental documentation.</i></li><li>• Developed special applications programs to enter new market opportunities. <i>See PC Audio Test and Harman speaker test program example in supplement documentation.</i></li><li>• Defined and documented requirements for new product development. <i>Comprehensive report became the starting point and future reference document for engineering planning.</i></li></ul> |
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| <b>Director of Publications and Web</b> (1993-2002) | <ul style="list-style-type: none"><li>• Editor, content provider, and publisher of AUDIO.TST, a 12-page, quarterly newsletter.</li><li>• Developed technical publications including User Manuals, Application Notes, Technical Product Data Sheets, manufacturing documentation, supplementary customer documentation.</li><li>• Created and managed corporate web site including generation of all content</li><li>• Created and managed corporate intranet to serve as an information source for engineers and other employees. Trained several staff as contributors. Site is now the primary information exchange for all company communication.</li></ul> |
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| <b>Director of Product Development</b> (1994-1998) | <ul style="list-style-type: none"><li>• Successfully coordinated and managed engineering development for several new products.</li><li>• Managed and monitored project schedule and fostered regular and continuous interdepartmental communication for improved efficiency.</li><li>• Coordinated market requirements, engineering constraints, manufacturing needs, and schedule limitations for optimal results.</li><li>• Detail-oriented management to insure successful on-time completion of customer documentation, product packaging, and product launch.</li></ul> |
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| <b>Director of Technical Support</b> (1991-1995) | <ul style="list-style-type: none"><li>• Managed and grew technical support team.</li><li>• Setup and managed Customer Training Program, an effective hands-on 2 to 4-day classroom program highly praised by attendees.</li><li>• Developing special applications programs to apply existing products to satisfy particular customer needs. Published associated documentation. (See TechNotes in supplement documentation.)</li></ul> |
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#### **Amber Electro Design Inc.** April 1974 to Dec 1990 (*Manufacturer of professional audio test equipment*)

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| <b>Founder and President</b> | <ul style="list-style-type: none"><li>• Managed company growth from startup to \$3M size including administrative, financial, engineering, manufacturing, and marketing. Developed initial products completely, conceived all subsequent products and managed their development. Developed and managed sales network. Produced all sales literature, managed trade show participation.</li></ul> |
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**Education:** B.Sc. Honors Physics, Loyola University, Montreal, Canada

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## **Wayne Jones – List of Professional Expertise and Specific Accomplishments**

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### **Technical**

Familiar with analog and digital circuit design. Knowledge of electronic packaging including circuit board layout, product styling, thermal management, EMI design. Several years of hands-on experience with audio test and measurement equipment. Good attention to detail in project management. "Take-charge" style with development management, able to overcome obstacles, meet schedules, watch costs, motivate staff, report progress. Involved with several standards organizations including AES, CEA, and IEC. Authored the rewrite of AES 6id, US expert for IEC 61606-4, contributed to CEA-2006A.

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### **Marketing**

Developed promotional material, developed and presented customer technical seminars. Produced competitive product reports to assist sales staff in competitive selling situations. Reviewed competitive collateral material, evaluated product, wrote and published report. Developed sales engineer selling tools, sales manual. Excellent ability to evaluate market needs, specific customer requirements, competitive trends and relate these to technical opportunities and practical development. Good awareness and understanding of customer psychology. Strong presentation skills in various media: verbal, print, multimedia. Recruited and managed a network of independent test & measurement sales representatives and distributors. Managed "Lighthouse Accounts", important customers with strong industry influence. Visited with them to assess current and future needs, worked with sales staff on special projects, evaluate future needs to assist with future product planning. Managed domestic and international trade show participation including theme development, display graphics, booth design, equipment and demonstration organization, shipping logistics, and coordination with show management.

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### **Customer Training**

Developed and managed a factory-based customer training program including the development of course curriculum, training materials and student workbook, workstations, training room facilities, and promotional material. Produced and delivered several web-based technical seminars including development of material, supplemental documentation, and live presentation.

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### **Publishing**

Authored several technical articles. Edited and contributed content to company 12-page quarterly newsletter. Developed new style for User Manuals to achieve more professional appearance, easier topic navigation, and lower production cost. Created several technical documents and brochures. Developed product ads including concept, copy, photography, graphics, and production. Created and managed a 3-person technical writing team. Initiated and managed the creation of over 30 TechNotes, a Digital Audio Measurement handbook, several Application Notes, and over 100 user manuals, programming manuals, quick start guides, and other customer documentation. Advanced knowledge of Desktop Publishing and technical illustration programs. Wrote and published several trade magazine technical articles. Co-authored with Microsoft an Audio Engineering Society paper on PC Audio testing. Created all product technical illustrations, block diagrams, technical graphics from 1992 to 2001.

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### **Web Development**

Developed complete Audio Precision web site from scratch including organization, all pages, style, and conversion of all existing print material (over 1000 pages). Advanced knowledge of web publishing tools. Developed a Solutions Resource Center, a web-based applications support facility to assist users to find the products and applications for any of approximately 40 applications in 10 categories. The facility provided a wizard-like environment to determine the system configuration, accessories, software, and applications required to satisfy the user's requirements.

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### **Project and Product Management**

Managed product development projects including a team of hardware and software development engineers, schedule management, interdepartmental coordination, and transition to manufacturing. Introduced CDROM and web delivery of software, developed an installer program, produced every software CDROM between 1995 and 2002. Tracked progress of several projects using GANTT charts developed in MS Project. Produced product models and mockups to test new form factors and styles. Generated all product panel graphics from 1992 to 2000.

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### **Computers**

Advanced-level knowledge of PC hardware and software. Started and managed Audio Precision IT department for several years.

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### **Work Ethic**

Energetic in many disciplines. Organized, methodical, attention to detail. Results driven. Excellent communication skills, strong team player.