

FREDERICK C. SCHWIERSKE, P.E.

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PRODUCT MARKETING MANAGER

Electrical Engineer with a focus on Product Marketing and Marketing Management of high technology products. International experience servicing customers and direct sales / distributors in appliance, consumer electronics, HVAC, industrial control, lighting, and telecom markets.

- Develop product specifications / technical literature / presentation materials.
- Customer focused application engineering / consulting / design assistance.
- Sales & Distributor training / pricing / competitive evaluation / feature-benefit analysis.
- Strong cross functional team building in both large and small corporate environments.
- Supervise technical staff.
- Forecast / Budget responsibility.
- Accomplished communicator - oral and written.
- Safety agency (Underwriter Laboratories) standards development & submittals.
- Excellent computer skills, including MS Office (Excel, Word, Power Point, Outlook), SAP user, HTML web coding, AS400 Query, and basic networking.

PROFESSIONAL EXPERIENCE

Vishay Intertechnology, Inc.

2000 - 2009

\$2.8 Billion Fortune 1000 International Manufacturer of Electronic Components

Vishay Cera-Mite Business Unit and Divisional roles, including:

Marketing Manager, worldwide for Vishay Cera-Mite brand thermistor products.

Americas Regional Marketing for Vishay BC Components Non-Linear Resistor products.

- Following Vishay's acquisition of BC Components, assumed added marketing role in the Americas for BCC brand (PTC) thermistors, varistors, & moisture sensors.
- Cera-Mite WW & BCC Americas responsibility for 26 electronic component families.
- Maintained product variable margin in excess of 42%.
- Expanded Asian HVAC thermistor market 165%.
- Achieved 80% customer retention rate during challenging 3 year market conditions.
- Negotiated customer contracts and consignment inventory agreements.
- \$4M Forecast / Budget responsibility in multi-national corporate environment.
- Generated strategic plans, product road maps, and performed industry analysis.
- Key Member, Quality Team - reliability analysis, product consulting, 8D reports.
- Managed safety agency compliance submittals to Underwriter Laboratories.

Cera-Mite Corporation - Grafton, Wisconsin**1991 - 2000****\$18 Million Manufacturer of Ceramic Capacitor and Thermistor Components**

Marketing Manager - Reporting to the President. Performed all marketing activities, including Pricing, Sales Literature, Website, Technical Specifications, Engineering Support & Training.

- Developed and introduced 612 new electronic components.
- Increased sales volume 75%.
- Created and managed multiple releases of 40 page, full color technical catalog.
- Managed creation of product software development tools - reduced new component design time by 50% with greater assurance of meeting customer specifications.
- Commissioned website, conceived functional layout, performed updates.
- Developed marketing section of investor prospectus, culminating in Cera-Mite's year 2000 acquisition by Vishay Intertechnology.

Square D Company - Milwaukee, Wisconsin**1973 - 1991****Automation Products Business - \$75 Million Supplier of Industrial Control Systems, including PLC's, I/O systems, Industrial Computers, and Networking Products.**

Positions of increasing Product Marketing responsibility, including:

- Product Manager, Data Management & Communication Systems - Developed business plans and launched Industrial Computer, PLC, & Networking Products.
- Manager, Automotive Products - Marketing of Welding Control Systems to North American automotive manufacturers.
- Advancing positions in Application & Project Engineering.

CREDENTIALS & AFFILIATIONS

Bachelor of Science, Electrical Engineering Technology (BS-EET)

Milwaukee School of Engineering, Milwaukee Wisconsin

Registered Professional Engineer (P.E.) - State of Wisconsin

Member, Institute of Electrical & Electronics Engineers (IEEE)

Member, Illuminating Engineering Society of North America (IES)

Member, Underwriters Laboratories (UL) Standards Technical Panels - Industry expert engaged to assist UL with creation of detailed technical safety standards and requirements for:

- UL1434 (Thermistor Type Products)
- UL1414 (Capacitor Safety Standards)