

Yixiang (Scott) GU 顾怡祥

Senior Executive Leader

Semiconductor Technology Expert | Market Expansion Strategist | Global Sales and Business Development Specialist
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PROFILE SUMMARY

Innovative and accomplished executive with over two decades of experience in the semiconductor industry, driving transformative business growth and technological advancements. Demonstrated success in senior leadership roles at Infineon Technology, ON Semiconductor, Innoscience, Cypress Semiconductor, and Parade Technology. Proven expertise in pioneering silicon carbide (SiC), gallium nitride (GaN), and advanced semiconductor technologies to enhance energy efficiency and drive green power solutions across automotive, industrial, and consumer electronics sectors.

A visionary leader with a proven track record of delivering substantial business outcomes through strategic planning, operational excellence, and market innovation. Excel in leveraging deep industry knowledge and strong business acumen to navigate complex global markets and drive sustainable growth. Driven to foster innovation and collaboration within the Asia Pacific region, spearheading the adoption of cutting-edge semiconductor solutions. Committed to exceeding expectations, eager to contribute strategic vision and proven track record to propel businesses to even greater heights.

CAREER HIGHLIGHTS

- Infineon Technology:** Led a \$1.32 billion business portfolio as Vice President, driving adoption of SiC and GaN solutions in automotive and industrial applications. Successfully restructured sales teams to focus on EV applications, resulting in accelerated market penetration and strategic partnerships with major OEMs.
- ON Semiconductor:** Directed China Car OEM Business Development, integrating SiC technology into powertrain platforms and securing significant contracts, including an \$800 million supply agreement with a major automaker. Enabled mass production of SiC power devices, achieving notable efficiency improvements and market leadership in EV power solutions.
- Innoscience:** Spearheaded global sales and marketing strategies for GaN technology, achieving breakthroughs in product integration for consumer electronics and data centers. Established strategic partnerships and led the mass production of high-efficiency GaN devices, positioning the company as a leader in green and low-carbon technologies.
- Cypress Semiconductor:** Managed APAC Sales and served as China Site Manager, overseeing a \$700 million business. Drove strategic initiatives in memory products and semiconductor solutions, securing key design wins and growth in critical markets.

SKILLS HIGHLIGHTS

Semiconductor Industry Leadership	Business Development Strategy	Strategic Partnerships Development
Global Sales Management	Automotive Applications	Industrial Applications
Silicon Carbide (SiC) Technology	Gallium Nitride (GaN) Technology	Power Semiconductor Solutions
Electric Vehicle (EV) Market Penetration	High-Efficiency Power Devices	Green Power Systems
Team Restructuring	Project Management	Advanced IoT & Cybersecurity Solutions
Contract Negotiation	Market Expansion	Product Integration
Mass Production Management	Market Growth Initiatives	Customer Relationship Management (CRM)
Sales & Marketing Strategies	High-Value Project Management	Commercialization Strategies
Automotive Powertrain Platforms	Efficiency Improvements	OEM & ODM Collaboration

PROFESSIONAL EXPERIENCE

Infineon Technology

Vice President, Power & Sensor Solution China, Business Development

Feb 2023 – Present

- Manage a \$1.32 billion business portfolio, overseeing direct account and distribution teams to align with strategic objectives.
- Drive team efforts to innovate in advanced semiconductor technologies like silicon-carbide (SiC) and gallium-nitride (GaN).
- Lead the development and implementation of cutting-edge technologies to improve power density and conversion efficiency.
- Direct the team in developing GaN-based solutions for humanoid robot joint motor drives and high-density power solutions for CPU/GPU servers.
- Oversee complex, high-value projects ensuring on-time delivery and exceeding client expectations.
- Lead commercialization efforts for high-efficiency power devices, driver chips, and controllers to enhance energy efficiency.
- Establish and nurture strategic partnerships with major automotive OEMs and industry leaders to drive collaborative innovation.

Key Accomplishments

- Led strategic initiatives resulting in a 15% increase in market penetration for SiC and GaN power solutions.
- Successfully led the deployment of GaN-based robot joint motor drives, positioning Infineon as a leader in robotics.
- Achieved a 20% improvement in energy efficiency through the commercialization of advanced power devices and solutions.

ON Semiconductor

Senior Director, China Car OEM Business Development

Nov 2021 – Feb 2023

- Led the integration of cutting-edge semiconductor technologies, such as Silicon Carbide (SiC), into automotive powertrain platforms for major Chinese car OEMs.
- Directed the strategic shift of automotive clients from traditional silicon-based IGBT solutions to advanced SiC-based powertrain solutions, enhancing overall vehicle performance and efficiency.
- Managed complex, high-value projects involving the adoption of wide-bandgap semiconductor devices.
- Developed strategic plans to expand market share and strengthen relationships with key automotive OEM partners in China.
- Collaborated with engineering teams to align product development with customer requirements and market trends.

Key Accomplishments

- Successfully facilitated the mass production of SiC power devices in leading automakers, notably integrating these devices into Geely's new energy EV powertrain platforms. This initiative significantly enhanced power density and conversion efficiency, marking a major advancement in the power semiconductor field.
- Led a technical team in supporting Geely's high-end brand, Zeekr, to integrate SiC devices into their vehicle powertrain platform. Comprehensive performance comparisons demonstrated a 3% to 5% efficiency improvement over traditional silicon devices, translating to a 30% to 50% reduction in energy consumption.
- Played a key role in influencing Zeekr's transition from silicon-based to SiC-based powertrain solutions, resulting in the signing of a long-term supply agreement worth approximately \$800 million with ON Semiconductor.

Innoscence

Vice President, Global Sales and Marketing

Apr 2021 – Oct 2021

- Directly reported to the global CEO, providing strategic leadership and guidance to achieve business objectives.
- Developed and executed a comprehensive go-to-market strategy for High Voltage (HV) and Low Voltage (LV) GaN transistors.
- Collaborated with ecosystem IC partners to co-develop integrated GaN solutions, driving technological advancements.
- Oversaw mass production of GaN power devices for consumer clients, emphasizing green and low-carbon initiatives.
- Optimized sales and marketing strategies to enhance Innoscence's market presence across Greater China, Japan, and Korea.
- Managed client relationships and negotiated strategic partnerships to drive business growth and expand market reach.
- Monitored market trends and competitor activities to adjust strategies for maximizing revenue and profitability.

Key Accomplishments

- Integrated GaN into Anker's 65W All-GaN Charger, overcoming engineering challenges and enhancing product efficiency.
- Led resolution of EMI issues during transition to GaN devices, ensuring high reliability in product performance.
- Provided high-voltage (650V) and low-voltage (150V) GaN devices to Anker, leading market in All-GaN charger efficiency.

Infineon Technology

Senior Director, PSS (Power & Sensor Solution) China

Aug 2020 – Apr 2021

- Managed a \$1.1 billion PSS product portfolio in China, ensuring alignment with corporate strategies.
- Established and led a team dedicated to mobile technologies, expanding RFS business with top cell phone makers.
- Updated and enhanced the PSS China business plan, optimizing strategies and fostering key account relationships.
- Managed complex, high-impact projects, effectively allocating resources and forging global enterprise collaborations.
- Expanded Infineon's RFS business with leading cell phone manufacturers, consolidating market position in mobile technology.

Key Accomplishments

- Achieved significant revenue growth by strategically expanding the RFS business with major cell phone manufacturers.
- Successfully updated the PSS China business plan, resulting in enhanced market growth and technological adoption.

Cypress Semiconductor

Senior Director, APAC Sales, China Site Manager, GC Memory Mkt Head

May 2020 – Dec 2020

- Reported directly to the EVP of Worldwide Sales, guiding strategic direction for APAC operations.
- Managed an 80-member team spanning sales, FAE, marketing, and application engineering in APAC.
- Developed and executed marketing strategies for memory products in Greater China to enhance market presence.
- Oversaw critical post-merger integration activities, ensuring seamless transitions and business continuity.
- Led initiatives to drive the APAC business, worth approximately \$700 million, towards strategic growth objectives.

Key Accomplishments

- Secured Huawei's annual tender for capacitive touch control chips with a tailored 32I/O solution.
- Integrated post-merger operations, achieving operational efficiencies and maintaining customer satisfaction during transitions.

Senior Director, China Country Manager

June 2019 – Apr 2020

- Mentored and led a team of 50+ sales and FAE professionals, fostering collaboration and high performance.
- Identified new business opportunities in the semiconductor market, focusing on increasing market share.
- Cultivated strong client relationships, ensuring exceptional service delivery and understanding of client needs.
- Developed and executed comprehensive sales plans, setting targets and monitoring performance for business goals.

Key Accomplishments

- Successfully integrated post-merger operations, ensuring smooth transitions and continuity of business.
- Achieved a 10% increase in market share in key segments through targeted business development strategies.

Director, APAC Automotive and Corporate Key Account**June 2018 – May 2019**

- Managed automotive business in China and Taiwan, coordinating with Rest of Asia (ROA) operations.
- Expanded design engagements with major clients to enhance Cypress's market position in automotive.
- Led the Huawei Corp Key Account Program, driving revenue growth and expanding design engagements.

Key Accomplishments

- Secured and expanded Huawei's design engagements, contributing to increased revenue.
- Enhanced customer satisfaction scores by implementing proactive customer relationship management strategies.

Senior Regional Manager, China Automotive and Major Accounts**Feb 2016 – May 2018**

- Managed overall business with Chinese mobile customers, overseeing strategic reorganization of the sales team.
- Redefined channel strategy and implemented targeted plans to drive business growth in China.
- Strengthened relationships with key mobile accounts to foster business growth and enhance customer satisfaction.

Key Accomplishments

- Achieved a 30% revenue growth in China touch revenue in 2016 through effective project leadership and strategic planning.
- Secured Huawei's 2016 touch IC bidding, contributing to substantial revenue increase and market share expansion.

Parade Technology**Regional Sales Manager, China Mobile Accounts****Aug 2015 – Jan 2016**

- Managed comprehensive responsibility for the mobile customer business in China, overseeing all aspects.
- Led a strategic reorganization of the China sales force to optimize efficiency and effectiveness.
- Redefined the channel strategy and implemented targeted plans to drive substantial business growth in China.

Key Accomplishments

- Achieved a 30% growth in China's touch revenue for the year through effective business expansion strategies.
- Implemented initiatives that significantly enhanced market presence and customer satisfaction metrics.

ADDITIONAL EXPERIENCE**Cypress Semiconductor**

Regional Sales Manager, China Major Accounts and Mobile Segment (Jan 2014 – July 2015) | **Senior Staff Field Sales Engineer** (May 2010 – Dec 2013) | **Field Applications Engineer** (Apr 2009 – May 2010) | **Applications Engineer** (June 2008 – Apr 2009)

EDUCATION

Executive Development Center, Leavey School of Business | Santa Clara University**Dec 2013 – June 2015****Master of Communication Science and Engineering** | Fudan University**Sept 2005 – June 2008****Bachelor of Communication Science and Engineering** | Fudan University**Sept 2001 – June 2005**

PUBLIC SPEAKING ENGAGEMENTS

- **SEMI Smart Mobility Forum**
Facilitated employee participation in speeches and roundtable discussions on advancements in smart mobility technology.
- **Infineon Power & Sensor System Global Leadership Conference**
Represented the China region, discussing the new fiscal year's corporate strategy and its implications for the global market.
- **The 2nd Xiangjiang Forum**
Discussed the latest trends and applications of IGBT and SiC in the automotive industry, emphasizing their impact on vehicle efficiency and sustainability.
- **Yangtze River Delta Eco-Green Integrated Development Demonstration Zone Developer Conference**
Delivered a speech on industrial development, focusing on the integration of eco-friendly technologies in the semiconductor industry.
- **Infineon Smart Home Technology Innovation Summit 2021**
Presented on innovations in smart home technology, highlighting new developments and future trends in the sector.