(707) 292-3669   **William Sitch**   william@sitch.org

Successful business and engineering leader with 15 years measurement science experience, 15 years people management experience. Startup veteran; comfortable with ambiguity; motivated and driven; team builder; data-driven critical thinker; life-long learner.

Skills
HW: RF and mmW design, validation, test & measurement instrumentation, sensors
SW: python, C++, databases (No/SQL), cloud backend (GCP), algorithm development
Robotics: ROS; linux; probabilistic perception- filtering, SLAM, tracking, sensor fusion
Paper: Maneuvering object tracking with the IMM algorithm and an imaging radar sensor
Management: team-building, 1:1 coaching, sourcing + hiring; bringing out the best in people
Strong communication, presentation, leadership, and cross-functional collaboration skills

Professional Experience
Director of Business Development (Feb 2021-present); Uhnder, Inc
- Lead global BD and customer engagement for imaging radar sensor startup company
- Customers: EV/AV OEMs, L4 robotaxi, last-mile-delivery, trucking, warehouse AMR

Regional Sales Manager (Jan 2019-Jan 2021); National Instruments
- Led engineers engaging Tesla, Apple, Microsoft, Amazon, Google, SpaceX, Blue, etc
- Automotive, industrial application, and digital transformation application focus

Director of Marketing (2017-2018); Keysight Technologies
- Built and led thought leadership "big picture" marketing team; simplified value props
- Managed subject-matter experts for 5G, automotive, IoT, datacenter, networking

Global Business Development Manager (2012-2017); Keysight Technologies
- Led global BD and application engineering teams for $230M and $70M businesses
- Managed technical subject matter experts for signal integrity, radar, wireless comms

Various (2002-2012); Centellax, Inc.
- Design engineer, R&D manager, and VP sales for a semiconductor and T&M startup
- Developed hardware and software for broadband amplifiers and test instruments
- Led global sales and technical support; divested Centellax T&M business to Keysight

Education
Stanford University, Robotics and Autonomous Systems Graduate Program, 2022-present
University of California at Davis, MBA, 2009-2011, 3.9 GPA
Carleton University, Master of Applied Science, 1999-2002, 3.8 GPA
Carleton University, Bachelor of Engineering, 1995-1999