

KEITH BLADEN

SUMMARY

A self-motivated, resourceful, and conscientious marketing executive. Major strengths include market analysis, strategic planning and management of people and processes. Also skilled in competitive intelligence, benchmarking, strategic analysis, and market research. A resourceful volunteer in the community. Excellent communication skills plus the ability to collaborate across functional teams.

PROFESSIONAL EXPERIENCE

Lattice Semiconductor 2009-2011, 2014-2015

Senior Consultant 2009-2011

- Chartered by the CEO to manage and drive a 5 year Strategic Plan process using executive staff resources. Result: 5 year strategic and operations plan approved by the Lattice Board of Directors in 2010
- Co-owned the Sales plan with the VP of Sales. This resulted in a shift of focus for the corporation and eventually helped achieve solid growth from 2011-14

VP Marketing 2014-15

- Hired by the CEO to temporarily manage the worldwide marketing organization of 30. Implemented new processes to streamline decision-making of new products and services.
- Used 1:1 skills to gain trust and allegiance in the organization, as it had fallen into massive dysfunction under prior leadership
- Drove competitive analysis on existing and new market opportunities, resulting in product plans that substantially grew our business

Zilog Corporation 2007-10

VP Marketing

- Member of Executive Staff
- Managed a Product and Technical Marketing staff of 25
- Completed a 5 year Strategic Plan for the companies Board of Directors
- Created the companies investment package, resulting in the acquisition of the company

Intel Corporation 1991-2005

- 1991-2001: Marketing Director Intel's mobile chipset division, helping to secure success in 95+% of the worldwide laptop business in the '90's and '00's
- 2001-2005: Marketing Director for the Platform Memory Operation which was critical in influencing worldwide external memory suppliers (Micron, Samsung, Infineon, etc.) to align roadmaps to Intel processors to ensure sufficient system bandwidth

COMMUNITY SERVICE

- Board of Directors member, Big Brothers/Big Sisters, El Dorado County (2015-present)
- Big Brother for 4 at-risk youths (2014-present)
- Volunteer for Katrina Disaster Relief in New Orleans (2003)
- Intel Site Outreach Committee (2002-5)

EDUCATION

B.S.C., San Jose State University (1976)

Certificate in Marketing and Business Management, Nijenrode University, Breukelen, Netherlands (1975)