

## CURRICULUM VITAE

**Charles F. Byers**  
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### EDUCATION & PROFESSIONAL CERTIFICATION

**M.A.** UNIVERSITY OF TEXAS, Austin, Texas  
**BSJ** OHIO UNIVERSITY, Athens, Ohio  
**APR** PUBLIC RELATIONS SOCIETY of AMERICA

### ACADEMIC POSITIONS

<b>Present</b> <b>Fall 2019</b>	<b>Lecturer, Leavey School of Business</b> <b>Santa Clara University, Santa Clara California</b>
<b>Fall 2016</b> <b>Fall 2019</b>	<b>Professor of Practice &amp; Adjunct Lecturer</b> <b>Leavey School of Business &amp; College of Arts &amp; Sciences</b> <b>Santa Clara University, Santa Clara California</b>
<b>Winter 2009</b> <b>Fall 2016</b>	<b>Adjunct Lecturer</b> <b>Leavey School of Business &amp; College of Arts &amp; Sciences</b> <b>Santa Clara University, Santa Clara California</b>

### ACADEMIC EXPERIENCE

<b>Fall 2019</b> <b>Present</b>	<b>Marketing Trends &amp; Technology</b> <ul style="list-style-type: none"><li>• Co-developed and co-taught this Residency course for the MS Marketing Program</li><li>• Coordinated the execution of the course's final project simulation</li></ul>
<b>Summer 2019</b> <b>Present</b>	<b>Challenges in Modern-Day Marketing</b> <ul style="list-style-type: none"><li>• Co-developed this course to encapsulate a "capstone" experience that pulls together the MBA marketing experience</li><li>• Developed the final project that calls for real world applications of the learned marketing principles</li><li>• Co-taught lectures and case studies</li></ul>
<b>Summer 2019</b> <b>Present</b>	<b>Technology Marketing: Strategies for Effective Messaging</b> <ul style="list-style-type: none"><li>• Updated existing syllabus to reflect changes readings and lecture structure</li><li>• Transformed lectures and exercises into an Online version of the course</li></ul>

- Fall 2017  
Present
- Introduction to Marketing Principles**
- Developed course syllabus for a new 1-credit course as part of the MS Data Analytics Curriculum
  - Developed custom text book for the course
  - Developed a course reader that included selected case studies to illustrate key marketing concepts
- Fall 2016  
Present
- Social Media Marketing**
- Developed syllabus to reflect both the earned and paid elements of social media marketing
  - Selected text books that adequately documented all aspects of social media marketing
  - Developed lectures on strategic topics
  - Created a real-life class project so that students could apply social media marketing skills.
  - Obtained guest speakers from major platforms ... Google, Facebook and Twitter and others ... to outline paid and owned media principles
- Spring 2014  
Present
- MBA Thesis & Special Projects**
- Advise MBA students on the development and completion of graduate thesis and special projects
- Fall 2012  
Present
- Marketing 186 Integrated Marketing Communications**
- Adapted custom text book to enhance learning outcome objectives.
  - Developed hands-on class project model that responds to a real-world problem.
  - Added a case study module to reinforce key concepts.
- Winter 2011  
Present
- Marketing 3712 Achieving Brand Leadership**
- Co-developed graduate level brand management course.
  - Designed custom reader and case-based learning materials for the course.
  - Developed course syllabus.
  - Developed lectures combining outside readings and professional brand management experience.
  - Transformed material into an Online Course

Winter 2009 **Marketing 3596 Integrated Marketing Communications**  
Present

- Developed custom text book for the course.
- Researched and selected course case studies.
- Developed course syllabus.
- Developed lectures combining text book materials and outside readings with heavy emphasis on professional experience.
- Developed a calendar of guest lecturers to illuminate course topics.
- Transformed material into an Online Course

**Lecturer, Santa Clara University**  
**Department of Communication**

Spring 2016 **Comm 196 Public Relations Capstone**  
Spring 2019

- Revised existing syllabus to create review of key communications concepts
- Reorganized class project structure
- Recruited two real-life class project

Summer 2014 **Comm 199 Public Relations Independent Studies**  
Spring 2019

- Developed independent study syllabus and reading list
- Developed parameters and guidelines for independent studies projects
- Advised students on the development and completion of their independent study project

Winter 2012 **Comm 152B Public Relations Strategies & Practices**  
Spring 2019

- Co-authored proposal that expanded Public Relations Curriculum and resulted in the addition of this course.
- Developed the initial syllabus for this course.
- Developed customer text book for the course.
- Developed the class project outline to be used as a public relations plan for selected San Jose-area non-profit organizations.

Spring 2009 **Comm 150B Public Relations & Corporate Communications**  
Spring 2019

- Developed innovative a successful case-based pedagogy for small summer school classes in this undergraduate level course.
- Research & developed custom text book for this course.
- Developed a case-based curriculum for small Summer Term classes.
- Acquired “real world” client for final student project.
- Developed lecture material combining text book materials and outside reading with heavy emphasis on real world experience.
- Developed a calendar of guest lecturers to illuminate course.

**Guest Lecturer, Santa Clara University**  
**Leavey School of Business and Communication Department**

2003            **Business-to-Business Marketing**  
2008            **Professor Buford Barr, Business Practice Module Lecturer**

- Developed lectures that compared and contrasted the definition, development, and measurement of business market vis-à-vis consumer marketing.
- Introduced Brand Valuation as a conceptual model for organizing and managing broad-based marketing strategies.

1993            **PR & Corporate Communications Comm150B**  
2008            **Professor Buford Barr, Every Fall & Spring Quarter**

- Developed new lecture each quarter based on the most up-to-date global public relations practices and activities.
- Lectured on a mix of theory and practice accumulated from working in a multi-national and global business environment.
- Defined and differentiated strategy, tactics and measurement techniques.

1993            **Integrated Marketing Communications Mktg 188**  
2008            **Professor Buford Barr, Minimum Once per Year**

- Developed lectures that encompassed the theory, strategy, development and tactics of communications program that incorporated multiple communications disciplines on a global basis.
- Introduce the concept of Brand Valuation as an intangible asset as the core concept around which to develop integrated marketing plans.
- Translated theory into practice, including techniques for program development, implementation and measurement.

**CURRICULUM DEVELOPMENT CONTRIBUTIONS**

2019            **Master of Science in Market Curriculum & Program Development**  
2018            **Committee**

- Assisted in developing the learning objectives, teaching philosophies and the curriculum for an innovative Online Master of Science in Marketing Program
- Contributed to the successful development of the course proposal to the Leavey School of Business Graduate Program Committee for the MS Marketing Program
- Contributed to the successful development of the course proposal to the Santa Clara University Academic Affairs committee

- 2018  
2017
- Certificate of Product Marketing Curriculum & Program Development Committee**
- Assisted in developing the learning objectives, teaching philosophies and the curriculum for an innovative Online Master of Science in Marketing Program
  - Contributed to the successful development of the course proposal to the Leavey School of Business Graduate Program Committee for the Product Marketing Certificate Program
  - Developed the marketing plan to promote the Product Marketing Certificate program
  - Supervised the execution of the Product Marketing Certificate program

**CORPORATE TRAINING & EDUCATION**

- 2019
- Integrated Marketing Communications Strategies  
TSMC  
San Jose, CA & Hsin-chu, Taiwan**
- Developed and delivered a six-module three work course that focused on developing IMC strategies to the global brand management teams in North America and Taiwan

- 2017  
2019
- Certificate in Product Innovation  
Executive Development Center  
Leavey School of Business  
Santa Clara University**
- Help conceptualize and develop a new product marketing/product marketing certificate program that targets technically trained professionals who want to transition to marketing careers
  - Helped guide two-part concept research
  - Helped develop the 40-hour curriculum
  - Developed marketing plans and materials that achieved break-even with the first class
  - Developed teaching materials for highly-ranked Integrated Marketing Communications and Brand Management Segments that
  - Directed internal and external marketing resources that achieved record-setting digital advertising results

- 2017      **Brand Strategy Development Workshop**  
**Silicon Catalyst**  
**San Jose, CA**
- Develop and deliver a three-hour workshop, including hands-on brand strategy exercise for start-up companies aligned with this technology incubator
- 2015 & 2014      **Technical Writing Improvement Program**  
**TSMC North America**  
**San Jose, CA**
- Developed a four-part curriculum to improve English writing skills for "English As A Second Language" engineers
- 2013      **Oracle Sales Training & Orientation Program**  
**Leavey School of Business**  
**Santa Clara University**
- Developed Principles of Business Writing lecture and exercise
  - Developed Principles of Slide Development lecture and exercises
  - Developed Principles of Business Letter and Email Writing lecture and exercise
- 2013      **Executive Presentation Improvement Program**  
**TSMC North America**  
**San Jose, CA**
- Developed individual assessment protocols to identify content and style strengths and weakness
  - Developed a six-session core program covering both content development and presentation persona skills
  - Developed post-training assessment protocols that evaluated content development and person presentation skill set acquisition and demonstration
- 2012      **Writing Skills Workshop**  
**TSMC**  
**San Jose, CA and Hsin-Chu, Taiwan**
- Developed 12-session syllabus to improve public relations, speech, advertising and collateral writing skills.
  - Developed writing exercises to reinforce lecture materials.
  - Deliver lecture through video-based medium.

- 2010      **Marketing for Account Management Executives**  
TSMC  
**San Jose, CA and Hsin-Chu, Taiwan**
- Developed half-day lecture and exercise for technically-trained sales executives. Average class size of 50 individuals.
  - Developed and facilitated relationship definition exercise that repositioned the sales-customer dialog.
- 2010      **Principles of Positioning**  
TSMC  
**San Jose, CA**
- Developed tailored half-day lecture and exercise as it applied to positioning deep technology services to highly trained technical audience.
  - Developed and facilitated group exercise that helped position new technology capabilities to the company's North American market.
- 2010      **Marketing for Engineers**  
**Mentor Graphics**  
**Wilsonville, OR**
- Developed full-day course on marketing for Electronic Design Automation Company's Engineering Department.
  - Develop and facilitated internal positioning exercise that upgraded perceptions of the organization's capabilities.
- 2007      **Taiwan Semiconductor Manufacturing Company**  
**Market Program Development**  
**Hsin-Chu, Taiwan**
- Half-day curriculum on the theory, principals and elements involved in the development of successful semiconductor-specific marketing plans.
  - Develop a practice case history to transfer the application of marketing theory and principals to a real-world business problem.

2003  
Present **Venture Capitalist Forum  
Annual Event in San Jose, CA, Multiple Europe Locations**

- Survey, analyze, and develop a half day curriculum that covers technical and business practices for a specialized financial class of around 100.
- Develop curriculum in collaboration with a cross-functional, cross-cultural, business, marketing, finance, technical and communications teams.
- Edit and produce lecture, presentation and learning materials.
- Evaluate and assess the overall value of materials and lectures through a comprehensive attendee survey and statistical analysis.

1999  
2009 **Marketing Communications Principals  
Hsin-Chu, Taiwan**

- Annual lecture on marketing communications principals and practices to an average class of 100 individuals in a cross-functional, cross-cultural environment

1999  
Present **Global Technology Symposia  
Multiple annual locations in China, Europe, Korea, and North America &  
Taiwan**

- Developed training and marketing goals, objectives and strategies.
- Annual training at 10 different global locations attended by more than 3,000 technology, marketing and operations executives.
- Develop the curriculum in collaboration with cross-functional, cross-cultural training, marketing, technical and communications teams.
- Edit and produce lecture, presentations and learning materials for up to 10 different sessions at each location.
- Evaluate and assess the overall value of materials and lectures through a comprehensive attendee survey and statistical analysis

**RESEARCH PAPERS**

**“A Comparative Study of Two Public Relations Programs Conducted in the Third Ohio Congressional District”**

**“Association between Voter Political Activity and Media Used for Presidential Campaign News”**



### PROFESSIONAL AWARDS

PRSA Silver Anvil (2) -- Marketing Public Relations & Crisis Management  
IABC Golden Quill – Crisis Management  
Gold ADDY (1) and Silver ADDY (3) Awards - Consumer & Business Advertising  
PRSA Compass Award (2) -- Marketing Public Relations & Crisis Management  
Chicago Publicity Club Golden Trumpet -- Marketing Public Relations

### PROFESSIONAL SOCIETY, ASSOCIATION & CIVIC ACTIVITIES

Birthright San Jose - Chairman of the Board of Directors, Member of the Board of Directors  
Silicon Valley Education Foundation - Member, Marketing Task Force  
SOI Consortium – Founding Member, Marketing Committee  
Fabless Semiconductor Association – Founding Program Chair  
Silicon Valley Chapter PRSA -- President, Vice President, Director;  
Silicon Valley Red Cross -- Chairman, Marketing Task Force  
LA Chapter, PRSA -- Technology Section Chair, PRSSA Advisor  
Atlanta Peach Bowl -- Steering Committee, West Coast Scout  
Atlanta Chamber of Commerce -- Communications Committee Chairman  
Atlanta United Way -- Communications Chairman

### PROFESSIONAL EXPERIENCE

2009 **Business Practicum/Pivot Point Brands**, Gilroy, CA – Managing Director  
Present *Drive corporate learning, marketing, brand and business development programs for b2b and deep technology companies.*

- Develop full day and partial day marketing training curriculum for a variety of technology companies.
- Develop full-year corporate learning curriculums for two leading technology companies.
- Develop and implement global integrated marketing communications plans for multiple segment-leading technology companies.
- Develop brand strategy and message platform for innovative Scotland-based EDA Company
- Develop brand strategy and message platform for UK-based semiconductor IP company
- Conduct segment market research study for Taiwan-based ASIC semiconductor company
- Developed brand strategy that created new market category for mature Assembly and Test company
- Developed message platform for newly-formed IoT services group for a mature Assembly and Test Company

**Charles F. Byers**

- 1998 **Taiwan Semiconductor Manufacturing Company**, San Jose, CA – Director,  
2009 Worldwide Brand Management – *Define, increase and measure TSMC’s brand equity through internal and external programs encompassing brand research, advertising, public relations, the web, collateral, trade shows, events and investor communications.*
- Developed a top 25 global brand valued at \$11.9 billion.
  - Brand credited with sustaining a 33% average selling price premium.
  - Built global communications group of 15 worldwide direct and indirect reports.
  - Increased brand equity by 30% on a flat budget.
  - Defined the company’s brand and communications ROI process.
  - Developed and aligned internal, marketing and investor communications strategies.
  - Counseled senior management on all strategic communications and brand issues.
  - Global PR strategy generated five times more coverage than the competition.
  - Developed company’s first global communications policies & procedures.
- 1995 **ACTEL CORPORATION**, Sunnyvale, CA - Marketing Communications Manager  
1998 *Global responsibility for advertising, pr, distributor, and investor communications.*
- Successfully positioned “me too” FPGA product as an entirely new product category.
  - Developed the first marketing communications programs in five Pan Asia markets. .
  - Quadrupled press coverage; significantly strengthened press/analysts relations.
  - Developed and implemented successful ad and pr agency selection criteria.
- 1992 **HAYES PUBLIC RELATIONS**, San Jose, CA - Vice President  
1995 *P&L, staffing, and new business responsibilities. Managed successful marketing public relations and IR programs in the semiconductor and communications industries.*
- Tripled billings, doubled staff and managed the firm’s most profitable business unit.
  - Repositioned old-line hardware company into a network security leader.
  - Introduced industry’s first wireless bridge.
  - Developed and implemented first IR program for analog semiconductor company.
- 1991 **KALMAN COMMUNICATIONS**, Los Angeles, CA - Director, Client Services  
1992 *Directed client PR programs in networking, PC storage and PC peripheral markets.*
- Successfully introduced a new laptop mouse device.
  - Rolled out some first PC-based commercial clip software.
  - Repositioned historic typography company into pre-press leader.
- 1985 **CAMP-BYERS PUBLIC RELATIONS**, Atlanta, GA - President  
1991 *Planned and executed programs in the international arts, consumer, financial services, and business-to-business markets.*
- Developed one of the Southeast’s first technology focused agencies.
  - Serviced mid-sized and start-up regional clients.

- 1981 **CARL BYOIR & ASSOCIATES**, Atlanta, GA - General Manager
- 1985 *Responsible for profit and loss, personnel, new business development, and strategic program planning for the Atlanta office.*
- Moved office into one of the market's top five agencies.
  - Established the company's first technology practices.
  - Established the offices business-to-business services practice.
- 1978 **CARL BYOIR & ASSOCIATES**, Chicago, IL – Vice President
- 1981 *Developed the business-to-business marketing and investor relations practices for the Midwest office.*
- 1971 **BURSON-MARSTELLER**, Chicago, IL - Account Supervisor
- 1978 *Developed and implemented marketing public relations and investor relations programs for clients in a broad range of business-to-business and transportation services industries.*
- 1969 **GENERAL ELECTRIC COMPANY**, Chicago, Illinois, - Promotions Specialist
- 1971 *Entry-level communications position responsible for developing integrated sales promotions program for business units in the electrical utility, computer and industrial equipment markets.*
- 1967 **SPRINGFIELD (O) DAILY NEWS**, Springfield, Ohio – General Reporter
- 1968 *Researched, wrote and edited general and community news stories and feature articles.*