

# Alexandre Fong

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## Product Development and Marketing Specialist

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### PROFESSIONAL SUMMARY

Strategic, marketing and sales management, business and technical product development professional. US citizen with international experience. Extensive technical background in optical-mechanical, software, hardware and systems design, engineering and integration.

- Drove growth in sales in the first year by 24% over previous year and exceeded plan
  - Booked highest single customer orders in company history two years in a row, a contribution of 20% over plan in the latter
  - Oversaw the growth sales revenues of new products by over 50%
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### SKILLS & EXPERTISE

Photonics, optical-mechanical hardware, software and systems design, engineering and integration. Life sciences, machine vision, spectral imaging, fiber optics/optical networking, lidar, spectroradiometry, photometry, test and measurement instrumentation, aerospace/automotive systems applications and electronic components. Machine learning/data science, software engineering and algorithm development (i.e. Python, C, R, etc.). Proven successful track record in program management, operations, business development, OEM/B2B sales, marketing, public relations, communications and finance and public policy.

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### PROFESSIONAL EXPERIENCE

**TRUTAG TECHNOLOGIES/HINALEA IMAGING**, Emeryville, CA

*Innovative imaging technologies and product identity solutions for medical, pharmaceutical, agricultural applications and more*

#### **Director, Hyperspectral Imaging, 2018 – Present**

As product development, marketing and management lead, I drafted the technical, go-to market and business strategy for the hyperspectral imaging product line. My activities span the range from defining resource requirements and the developing of sales and marketing materials to being the key opinion leader (KOL), publishing articles and delivering presentations at conferences and other industry events.

- Secured two major OEM accounts in biomedical and agriculture fields
- Created and executed product plan for next-generation product
- Identified and established key research and technology transfer partnerships

**GOOCH & HOUSEGO, Orlando, FL**

*Leading global supplier of precision light measurement instruments*

**Senior Vice-President, Instrumentation and Life Sciences, 2009 - 2018**

Analyzed and redesigned world-wide sales strategy to reduce costs and increase market share. Led efforts between sales, engineering and production to introduce new product offerings to grow revenues in new markets and applications.

- Booked highest single customer orders in company history over two consecutive years, a contribution of 20% over plan in the latter
- Targeted and grew new market sectors in LED/solid state lighting and display, industrial production, test and measurement, and life sciences imaging through new channel development
- Created the product management strategy for the successful introduction of new-to-world products both within traditional physical sciences and new industrial and life sciences/medical imaging market

**Vice-President, Sales and Marketing, 2004 - 2009**

- Drove growth in sales in the first year by 24% over previous year and exceeded plan
- Oversaw the growth of sales revenue of new products by over 50% through re-focusing of sales team efforts on specific markets, recruitment of new key personnel, implementation of sales incentive program and business development in new markets
- Reduced costs by 15% and improved effectiveness of sales effort through re-structuring of domestic and international sales forces
- Developed forecasting and market analysis processes which did not exist prior to arrival

**ITT INDUSTRIES CANNON, Santa Ana, CA**

*Leading global supplier of electronic components*

**World-Wide Product Line Manager, Metal Dome Arrays, 2003 – 2004**

Drafted global product development and marketing strategy roadmap. Coordinated efforts between engineering and sales to identify and to develop dome array products both for the core wireless handset segment and new automotive and medical markets.

- Led market gap analysis and product development teams to identify key market opportunities for growth and set development objectives for the year.
- Designed and executed industry-wide global voice-of-customer market research program.
- Drove capacity requirements to capture 50% increase in key Motorola account business.

## **NEWPORT CORPORATION, Irvine, CA**

*Leading global supplier of advanced photonics technology products and systems*

### **Senior Manager, Photonics Sales, 2002-2003**

Led business development and contract management team. Worked closely with engineering to identify and to develop new business opportunities for photonics component assembly automation products and entry into the medical components industry.

- Retained and grew market share by 20% in the face of declining demand across four consecutive quarters through aggressive contract negotiations and sales strategy.
- Expanded international market share by 10% for existing products through coordinated worldwide sales effort.
- Developed entry strategy for new medical application to position products in new growth areas.
- Improved customer satisfaction by 20% through development and implementation of business processes to improve efficiencies in sales, engineering, production and aftermarket phases.

### **Product and Program Manager, 2000-2002**

Led new product development and go-to-market effort for next generation product. Managed multi-disciplinary/multi-site project teams to develop custom processes and automated solutions for device packaging. Acted as customer liaison for coordination between engineering and operations.

- Met both budget and go-to-market schedule targets on new platform through coordinated cross-functional management.
- Exceeded quarterly revenue targets (\$12M) in three consecutive record quarters through hands-on and directed leadership.
- Conceived and implemented a Project Engineering Training Program and an array of project management processes to streamline and improve customer response from weeks to days.
- Developed capital budget and facility requirements, performed resource analysis, and made key hiring decisions.

## **HONEYWELL INTERNATIONAL, Mississauga, ONT, Canada**

*Leading global provider of integrated avionics, aircraft engines, systems and service solutions*

### **Senior Project Engineer, 1998 - 2000**

Responsible for the entire product design process from requirements definition to verification of conformance. Led technical interface with customers and regulatory agencies (FAA, Transport Canada) and airline field support teams. Managed multi-disciplinary technical project design and production teams for Boeing 737 Next Generation power systems and other aircraft systems within an ISO 9000/TQM environment. Member of Program Management Process Improvement Team.

- Reduced costs by 30% and improved product reliability through decisive management of power system redesign effort.
- Achieved monthly shipment targets for revenues of \$20M per year through successful coordination of operations and engineering teams.

**OPTECH INCORPORATED**, North York, ONT, Canada

*World leader in advanced lidar and camera survey instruments for airborne, mobile and terrestrial mapping*

**Project Manager, 1996 - 1998**

System design and engineering, testing, documentation, field installation and operator training of an Airborne Lidar Terrain Mapping System for the European, domestic and Asian market. Electro-optic design of atmospheric lidar systems. Interfaced with sales, marketing, strategic business development and subcontractor management teams.

- Led proposal development and negotiation team on project wins at the \$100K+ level.
- Developed first of its kind two-axis 25 kHz scanning system; a 10X improvement.
- Led the delivery and deployment of systems world-wide, all ahead of schedule and under budget at the \$1M level through hands-on leadership of multi-disciplinary project teams.
- Successfully executed field support commitments on less than a day's notice and served as go-to point of contact to address mission critical issues on site

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**EDUCATION & CERTIFICATIONS**

MBA, Warrington College of Business, UNIVERSITY OF FLORIDA Gainesville, Florida

M.Sc., Graduate Program in Physics, Thesis: "Lidar (Laser Radar) Studies of Cloud Properties", YORK UNIVERSITY Toronto, ONT, Canada

B.Sc., Combined Honors Program in Physics and Applied Computational Mathematical Science, YORK UNIVERSITY Toronto, ONT, Canada

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**PROFESSIONAL DEVELOPMENT**

Miller Heiman Strategic Selling

SixSigma and Lean

Program Management

Configuration Management

Various corporate leadership and technical training programs

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## **MEMBERSHIPS**

Chartered Engineer (C.Eng.) ENGINEERING COUNCIL, London, UK, Registrant Number 525638  
Senior Member of the Optical Engineering Society (SPIE)  
Senior Member of the Optical Society of America (OSA)  
Contributing Editor Optics and Photonics News  
Past-Chair, OSA Public Policy Committee  
Past Chair of the OSA Industry Development Associates  
Past Member of OSA Board,  
Past member of the SPIE Financial Advisory Committee  
Past President, Florida Photonics Cluster

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