



Tilen Majerle

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● WORK EXPERIENCE

1 SEP 2023 – CURRENT Rousset, France

PRODUCT MARKETING MANAGER STMICROELECTRONICS

- General Purpose Microcontrollers SubGroup
- Next generation General Purpose and Ultra Low Power MCU product definition
- Worldwide marketing
- Marketing strategy definition
- Close collaboration with sales & marketing regions

Business or Sector Manufacturing | **Department** Microcontrollers

1 JAN 2022 – CURRENT

EMBEDDED DEVELOPMENT FREELANCING

In-charge of software architecture setup and full development of several projects at various customers.
Summarized activity:

- Overall toolchain (GCC) and build system (CMake + Ninja) bringup
- Definition of software architecture (RTOS or no-RTOS), C language
- Rough definition of hardware design requirements for successful project implementation
- Documentation writing
- Development of all STM32 microcontroller peripheral and sensor drivers
- Management of ultra-low-power & battery operated system with data acquisition under RTOS environment
- Cloud connectivity implementation with TLS security using 3G-2G-NB-IoT modules
- SD-card FAT32 data storage for sensors acquisition
- Inter-connected system with CAN protocol for food industry
- Graphics microcontroller UI design with TouchGFX framework (C++)
- Digital signal processing (FIR, IIR and FFT analysis)
- Overall project management lifecycle
- Implementation of testing environment

Business or Sector Professional, scientific and technical activities

1 FEB 2022 – 1 SEP 2023 Ljubljana, Slovenia

MICROCONTROLLER TECHNICAL MARKETING MANAGER STMICROELECTRONICS

- Regional technical marketing for general purpose STM32 and STM8 series of microcontrollers - East Europe
- Worldwide technical marketing for 3 EMEA customers
- Business development and strategy definition with key customers in the region
- New customers and market segments development
- Competition analyze & product management (price, supply, technology)
- Definition of new products and key requirements for sustainable company growth
- EMEA Microcontroller ecosystem vertical leader with worldwide visibility - coordinating 2 people with total team of 3

- Strategy and promotion plan definition with minimum 2 years visibility
- Reporting to management on actual business status + forecast build-up

1 OCT 2018 – 1 FEB 2022 Ljubljana, Slovenia

MICROCONTROLLER TECHNICAL MARKETING ENGINEER STMICROELECTRONICS D.O.O.

- Technical marketing for general purpose STM32 and STM8 series of microcontrollers
- Strong technical understanding of the products and supply chain
- Competition analyze & product price management
- Business development and strategy definition with key customers in the region
- Development of very new customers and market segments
- Definition of new products and key requirements for sustainable company growth
- EMEA Microcontroller ecosystem vertical leader with worldwide visibility - coordinating 2 people with total team of 3
- Strategy and promotion plan definition for minimum 1 year in advance
- Reporting to management on actual business status + forecast build-up
- Covering customers East Europe, including CIS countries (Russia, Belarus, Ukraine, ...)

Business or Sector Manufacturing

1 MAR 2017 – 1 SEP 2023 Ljubljana, Slovenia

MICROCONTROLLER FIELD APPLICATION ENGINEER STMICROELECTRONICS D.O.O.

- Business development based on product marketing and technical support versus project needs
- Hardware and software consultation with customers
- Technical expert for STM32 and STM8 microcontrollers
- Organization of different trainings, leading seminars and workshops, public speaking
- Covering east Europe except Russia
- Working in close cooperation with distributors

1 MAR 2015 – 28 FEB 2017 Ljubljana, Slovenia

RESEARCH AND DEVELOPMENT ENGINEER MESI, DEVELOPMENT OF MEDICAL DEVICES, D.O.O.

- Hardware design on ARM devices for medical purpose (ECG, Blood Pressure)
- Software for ARM microcontroller devices written C w/wo RTOS
- Web programming using PHP, MySQL, CSS (SASS), HTML5, REST connectivity
- Android application development with connectivity to cloud

1 JUL 2016 – 1 SEP 2016 Ljubljana, Slovenia

DEVELOPMENT ENGINEER ULTRASONIC AUDIO

Hardware design for ARM based board with sound processing

JUN 2015 – JUL 2015 Ljubljana, Slovenia

DEVELOPMENT ENGINEER ULTRASONIC AUDIO

- Hardware design for EINK LCD
- Software for ARM microcontroller

JUN 2008 – SEP 2008 Crnomelj, Slovenia

WEB DEVELOPER ELEMENTARY SCHOOL LOKA CRNOMELJ

- Web developer and site manager

● **EDUCATION AND TRAINING**

OCT 2015 – SEP 2017 Ljubljana, Slovenia

MASTER OF ELECTRICAL ENGINEERING Faculty of Electrical Engineering, University of Ljubljana

Program Electronics

Level in EQF EQF level 7

Program Applied Electrical Engineering, direction Electronics

Level in EQF EQF level 6

SEP 2008 – JUN 2012 Novo mesto, Slovenia

ELECTRICAL ENGINEERING Srednja elektro šola in tehniška gimnazija

Electrical engineering, 4-years program

JAN 2015 – FEB 2015 Črnomelj, Slovenia

FIREFIGHTER Firefighting Association Črnomelj

- Ability to provide first aid to patient
- Ability to provide firefighter support

● LANGUAGE SKILLS

Mother tongue(s): **SLOVENIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C1	C1	C1
CROATIAN	B2	B2	B2	B2	B2
SERBIAN	B1	B1	B1	B1	B1
GERMAN	A2	B1	A2	A2	A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● DIGITAL SKILLS

Outlook | Master Software Development on STM32* Microcontrollers | Microsoft Office | Microsoft Word | Microsoft Excel | Social Media | Zoom | Google Drive

● ADDITIONAL INFORMATION

COMMUNICATION AND INTERPERSONAL SKILLS

Communication and interpersonal skills

- Public speaking during technical events or seminars
- Leadership
- Decision making
- Team leader

Link <https://www.youtube.com/watch?v=TWkjbDEyz68>

JOB-RELATED SKILLS

Job-related skills

- Public speaking, communication skills, working with customers, leadership
- Ability to work under strong pressure
- Team leader by nature, job to be done together with the team, no individuals
- Ability to make critical company decisions
- Good knowledge of the program for the design of printed circuit boards, Altium Designer,
- Knowledge of Labview program for the manufacture of measuring instruments

- Good knowledge of software packages for web design, HTML5, PHP7, MySQL, CSS3, Bootstrap, JavaScript, jQuery,
- Managing Wordpress and Joomla Web Editors,
- Author of blog to work with microcontrollers by ARM manufactured by STMicroelectronics and Atmel AVR, stm32f4-discovery.net
- Knowledge of the programming language Python,
- Knowledge of Java for programming Android applications.
- Experienced C developer, focused on embedded systems

Link https://www.youtube.com/watch?v=TWkjBDEyz68&ab_channel=STMicroelectronics

OTHER SKILLS

Other skills

- Ability to provide first aid to patient,
- Ability to provide fire fighter support,
- Handball player with several years of experience in the strongest Slovenian handball league