

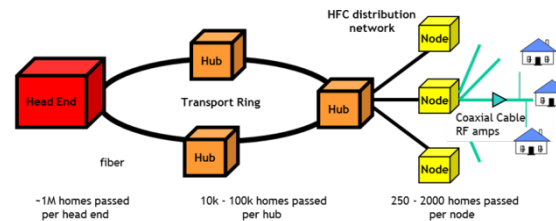
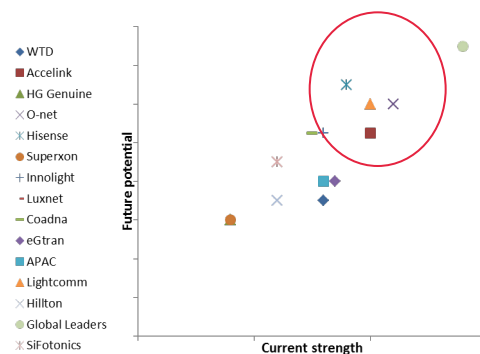
ABC perspective

- Stretching rubber band:
 - My parents left China in 1946, went to Japan, came to US for school, always meant to go back but never did
 - I spoke Chinese first, learned to read but forgot most by age 10. Tried several times to learn but failed. Finally, saved by Google Translate!
 - <10 Chinese families where I grew up. And we kids were too embarrassed to speak to each other!
 - China completely different 1946, 1971, 1978, 2000' s...
- Bouncing back:
 - Ex-college roommate said “Only now I discover these are cultural traits, I thought my family was just strange!”
 - My half-Asian son started an Asian club at school. All the kids are half-Asian.
 - Thank you for including me in this community. It means a lot to me. Apologies if my experience is too different to be helpful to you.

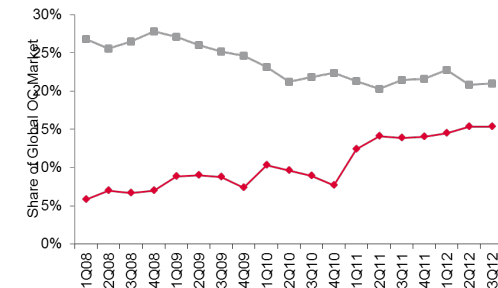
“What’s a nice PhD like you doing in market research?”

- This career didn’t exist when I went to school
 - Describe and explain market trends, forecast units & \$
 - Help clients as extra bus dev/marketing team member or just provide outside perspective periodically
- Generalized research skills are still applicable

■ Examples:



-1M homes passed per head end 10k - 100k homes passed per hub 250 - 2000 homes passed per node



How did I get here anyway?

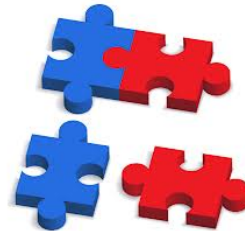


Standard ABC career path: college, grad-school, research lab



Demise of corporate research in mid-90' s

- Product development >>Product marketing



Saw market presentations at OFC

Transferred “how does that work?” mindset to commercial domain

Consider what you like to do but broaden scope

Some advice in honor of “Uncle” Tingye

- Stay agile because you can't control the conditions
- Never ski alone!
- Challenge yourself, but choose the challenge that suits your personality
 - Steeps, moguls, glades

Consider your career like skiing