

Arnold N. Alderman

Founder & President of Anagenesis, Inc. a technical marketing company



Mr. Alderman is a well known industry expert in the marketing of high technology products and is author of many conference papers and articles with publications in leading industry magazines. He has conducted marketing and technology seminars both domestically and internationally.

Industry Expert - He is a recognized industry expert, keynote speaker, plenary speaker, author of numerous conference papers and articles with publications in leading industry magazines in the US, Europe and China.

His customer experience includes marketing to start up companies and the multinational conglomerates that use power semiconductor devices and power conversion equipment. He has provided customer specific market analysis reports to a wide spectrum clients in the power conversion industry from top 10 players to start up companies. Product marketing and application experience has included products such as power integrated circuits, MOSFETs, diodes, IGBTs, high voltage ICs, power supplies, multi-chip assemblies for automotive and industrial application, UPS, motor drives, and electronic ballast.



Figure 1 – Mr. Alderman speaking at PCIM Europe announcing client's new product

Founder - In 2001, he founded Anagenesis Inc., a technical marketing company, which is focused on assisting companies market their products in the power conversion and power semiconductor industries. Anagenesis clients include leading companies in the power conversion and power semiconductor industries, investment firms, conference management companies, and high technology startup companies. Clients have included, power supply companies, power semiconductor companies, investment firms, market research firms, design services companies, from top 10 industry players to start up companies. They included Power One Inc., Microsemi Inc., iSuppli Inc., Lovoltech Inc., PEI Technologies, Limerick, Ireland, Commergy, Cork Ireland

Forum Leader – Mr. Alderman has been session leader for conferences both in US and Europe. He has lead sessions in energy efficiency technology, digital control of power converter products, power semiconductor technology, and high technology product marketing. This year he is chairing the APEC 2006 rap session on whether it is a good idea or a bad move to try and market power conversion to the general public to increase awareness of the power electronics industry.

Industry Leader - Currently Mr. Alderman is Board Chairperson of Power Sources Manufacturing Association (PSMA) , a multinational power supply industry association whose members represent over 60% of the power supplies manufactured globally. Previously he has held various board and officer positions. He led the State of the Art in Power Electronics Packaging (STATPEP) Project, and leader of the Silicon Integration Report Project. Mr. Alderman assists both associates and clients observe and track technology trends via his many industry roles including organizing committee member for the 2003 PSMA Power Technology Roadmap workshop that provides a 5-year forecast regarding power supply technology.

He is an active participant in several PSMA committees and is presently agency liaison for the PSMA Energy Committee on power supply efficiency standards. As Agency Liaison for the PSMA Energy Committee dealing with converter efficiency standards he is presently working in association with the US Energy Protection Agency (EPA) in Washington, the US Electric Power Research Institute (EPRI) in both California and Tennessee, the California Energy Commission (CEC), the European Code of Conduct Working Group, the Australian Greenhouse Group, China CECP, as well as other international groups.



Figure 2 Mr. Alderman meeting with CEC, EPA, and CECP in Shanghai November 2003

Mr. Alderman's efforts have led to close working relationships between Chinese, US, and European power supply associations. He is shown above in November 2003 with Mr. Zhangshi Li, Executive Director of the China Power Supply Society (CPSS), announcing the cross membership agreement between CPSS and PSMA. He is also a member of the Steering Committee for Power Systems Design Magazine.



Figure 3 – Mr. Alderman and Mr. Li announcing PSMA and CPSS cross membership

Award Winning Plans – Mr. Alderman has developed business plans for both on-going and start up companies. He recently was awarded the winning prize by a leading European Institution for developing the business plan for a European start up company.



Figure 4 Mr. Alderman with Alan Dunne, Dr. Karl Rinne and members of Shannon Development at business plan awards dinner in Limerick Ireland. They received first place award for their business plan regarding a start-up semiconductor company.

Widely Published Author:

Articles and editorials by Mr. Alderman have been published widely by the leading technical magazines in both the US and Europe.

- “Coaxial Push Pull Transformers”, by Arnold N. Alderman and Edward Herbert, a paper presented at Power Electronics Technology 2005 Conference, Baltimore, MD, October 19, 2005
- “A Repositioning Strategy in the Wake of Out-sourcing”, published in Power Electronics Technology magazine in March 2005
- A market paper on the Power Operating System (POS) for power systems published by iSuppli in February 2005.
- “Meeting the Challenges in the Power Supply Market”, an invited paper – for the 2nd China Power Supply Industry Summit, Beijing, Peoples Republic of China, September 2004
- “Power Electronic Modules (PEM) - Solutions in Transition”, an invited paper – for the 3rd Power Module Technology-focus Conference, Beijing, Peoples Republic of China, September 2004
- “Trends in the Power Supply Industry – 2004”, invited paper on the state of power supplies in US and Europe – for the 3rd International Power Supply Technology Industry Forum (IPSTF2004), Beijing, Peoples Republic of China, June 2004
- “Power Now” monthly column in the CPSRE magazine published by the Beijing Power Supply Association (BPSA), Beijing, Peoples Republic of China, January 2004 through present
- “Powering Up” for the 21st Century: The Power Supply Industry in Major Transition”, invited paper on the state of power supplies in the US and Europe - for the 8th Annual Power Supply Conference and Exhibit, sponsored by the China Power Supply Society,

Shanghai, to be held in November 2003

- “Mixed Signal ASICs - Viable Path to Protected Proprietary Designs In Power Electronics”, technical seminar paper, PET14C, Power Systems World 2003, Long Beach, CA,
- “Distribution vs. Efficiency: Power Architect’s Dilemma, Electronic Design, October 2003 issue
- “Handle System Level Issues Digitally”, Electronic Design, June 2003 issue
- “Partners in Power – Enabling a product’s integrated evolution”, publication paper, Electronic Products Magazine, May 2003 issue
- “Enhanced module design takes synchronous rectification to new levels of performance”, Presenting Co-Author, Conference Paper, PCIM Europe, Nurnberg, Germany, May 2003
- “Versatile ‘Drop in’ Smart Power Module Simplifies SR Use”, Presenting Co-Author, Published Paper, PCIM Europe Magazine, April 2003 issue.
- “New Technical Marketing Research Methods – A Process for Achieving Focused Results”, Presenting Co-Author, Conference Paper, APEC, Miami Florida, March 2003
- “Power Supply Digital Control”, Rap Session Chair, APEC, Miami Florida, March 2003
- “Integration to Dominate Power-Conversion Design”, Electronic Design, January Issue
- “Higher Levels of Integration in Power Conversion Equipment”, Key Note address at Power Systems World, Chicago, October 2002
- “Power Management ICs and Power ICs – Answering the Challenge to Higher Levels of Integration”, conference paper, Power Systems World, Chicago, October 2002
- “Achieving Higher Levels of Mixed Signal Silicon Integration – ‘The ASIC’”, Presenting Co-Author of Seminar, Power Systems World, Chicago, October 2002
- “Implementing the Whole Product Concept in Strategic Sector Marketing, Plenary Paper, APEC 2000, New Orleans, LA, February 2000
- Study Manager: Trends in Power Supply Design and Packaging (STATPEP) – A Power Supply Benchmarking Effort, published by PSMA, December 1999
- Contributed the “Power Semiconductor” section to the STATPEP Report, published by PSMA, December 1999
- “Optimizing New MOSFET Technology for Specific Applications, Power Systems World Paper, author, September, 1996
- “MGDs: High Performance Integrated Drivers for Power MOSFETs & IGBTs”, PCIM ’91, presenting Co-Author, September 1991
- “High Voltage Power ICs Continue to Improve MOS Power Circuits”, PCIM Magazine, author, May 1991

Marketing Experience – Previously Mr. Alderman spent 19 years in technical, product, and strategic marketing at Fairchild Semiconductor, and International Rectifier. He held a number of marketing positions including product, market sector, and strategic marketing manager in global scope. He was instrumental in developing increased market share and new markets for both of these companies. He has introduced many new high technology products to the industry.

Technical and Management Experience - He has 22 years of engineering and management experience at companies such as Boeing, GE, and Emerson Electric and other US power conversion companies. Twelve (12) of those years was in commercial power conversion equipment that included designs from 2 watts to 12 MVA in a broad variety of applications such as ac-dc power supplies, battery chargers, ac motor control, dc motor control, induction heating converters, electronic ballast.

Education and Intellectual Property - BSEE from Northeastern University in Boston MA. and an MBA from University of New Haven, New Haven CT. He is co-author of 3 patents in the area of power conversion and industrial communication systems.

IEEE Member

PELS/IEEE Member

PSMA Member and Officer

Steering Committee Member of magazine Power Systems Design (Europe)

Former Board Member PSMA

Participant in PSMA Power Supply Technology Workshop 2000, 2003, and will be participant in March 2006

Award for Outstanding Contributions – PSMA 2001

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