

PETER HSIEH

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EXPERIENCE

Senior Marketing Consultant / Freelance Writer (San Jose, CA) 2009 - Present

MARKETING | CONTENT STRATEGY | GROWTH HACKING | SEO | PPC | SOCIAL MEDIA | PLAYWRIGHT

- Wrote content and led marketing campaigns, including web, white paper, email, social media, and paid search for Nike, Sokikom, State Farm, ASAP Systems, Avid, San Jose Repertory Theater, SF Olympians, West Valley College Theater Department, Wall Street Realty, Jetpens, Planet Fitness, eCyberDeck, Kelly Wellness and Chiropractic, Via Rapida, and San Francisco Theater Pub reaching broad and diverse audiences, resulting in increased visibility and improved branding
- Managed multiple digital marketing projects simultaneously, ensuring PPC tactics, SEO efforts, and social media strategies are driving leads and conversions
- Award winning author of 30+ plays, two feature-length screenplays, and one of the most produced playwrights in Bay Area for 2012-2013 and 2013-2014 seasons with 28 productions
- Collaborated with theater companies to produce and promote my plays resulting in 40+ productions, including sold out shows in NY, CHI, LA, and SF
- Promoted diversity within local theater community as Head of Literary at San Jose Rep's Emerging Artist Lab by giving emerging playwrights opportunities to develop new works at San Jose Repertory Theater and showcase them through our Late Night Series of shows

Planet Fitness (San Jose, CA) 2015 - 2017

MARKETING OPERATIONS MANAGER

- Supported overall club operations and marketing initiatives for Planet Fitness Princeton Plaza and Saratoga locations, increasing sales to help both clubs meet and exceed pre-sale and year end membership goals
- Wrote and updated content including info call prompts, tour scripts, PPC, daily and monthly reports, social media, marketing, and special promotions, helping provide excellent, informative customer service
- Assisted Club Managers in hiring, training, and developing a strong team of club representatives that deliver on company goals and reflect its values

Etrend Technologies(Santa Clara, CA) 2009 - 2015

MARKETING COMMUNICATIONS COORDINATOR

- Engaged in the planning, execution, and evaluation of key marketing and communications strategies that helped grow our customer base and strengthen existing partnerships
- Assisted the VP in securing several top sales in the company's history - including multi million dollar contracts and long term partnerships with Microsoft, Samsung, LG, and Dell - through successful market research and preparation of high-impact communications materials
- Collaborated with marketing and editorial teams to ensure SEO alignment across different channels and paid search campaigns, maintaining up-to-date knowledge of SEO best practices
- Streamlined marketing communication procedures by writing effective company profiles and product guides used by executives in partner presentations and negotiations
- Attended industry events such as CES and Intel Developer's Forum to gain an understanding of current market trends, research our competitors, and explore potential partnership opportunities

AWARDS AND HONORS

Finalist, 2017 Best of TROU - *Interval, Impulse*

Finalist, 2015 Orange County New Play Festival - *Tangerina*

Audience Award, 2015 San Francisco Olympians Festival - *Argus*

3rd Place Finalist, 2013 Playwright Cage Match - *A Room with Modern Furniture*

Audience Award, 2012 Fringe of Marin - *Sunday Sundays*

Official Selection, 2009 UCI Mad Dash Film Festival - *True Laundry*

Published in *One Minute Plays: A Practical Guide to Tiny Theatre*

Featured in Content Magazine, Broadwayworld.com, San Francisco Theater Pub, and Talkin' Broadway

EDUCATION

University of California, Irvine

B.A. – ENGLISH

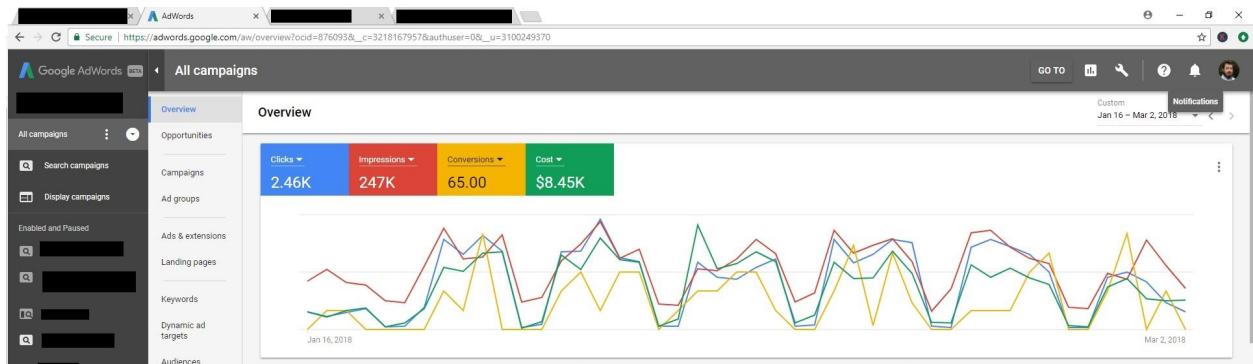
2005 - 2009

PETER HSIEH MARKETING & WRITING PORTFOLIO

I've included various samples of my writing: Blog about Inventory Management, A Case Study on Alberta Medical Association for ASAP Systems. Info Call Script for Planet Fitness, Call for Proposals Email for San Jose Rep's Emerging Artist Lab, 2013 Flash Memory Summit Report for Etrend Technologies, Promotional Material for Kelly Wellness & Chiropractic, Social Media Posts (San Jose Repertory Theater, San Jose Rep's Emerging Artist Lab, T Schreiber Studio Theater, San Francisco Olympians, Brooklyn College), Mid Year 2013 Semiconductor Forecast, Various Links to my works, interviews, and reviews of my plays, production stills of my plays

Google Adwords

Recent Adwords Campaign I ran for a client (mid sized software company). Looking at roughly 15 day increments since January 16th (when I took over the account) until March 2nd, I've risen conversions by 38%, cut the total cost by 380 dollars per two week period, and lowered the Cost per Conversion by 32%, streamlining their campaign through careful research, landing page optimization, and writing killer ads.



Dates	Conversions	Total Cost	Cost Per Conversion
Jan 16 - 31	18	\$2790	\$155
Feb 1 - 15	24	\$3130	\$130
Feb 16- Mar 2	25	\$2410	\$105

Case Study, ASAP Systems

About

The Alberta Medical Association is an organization of physicians in the Canadian province of Alberta. Originally formed in 1906 they represent and advocate for its

physician members and their patients, providing leadership and support for their role in the provision of quality health care.

www.albertadoctors.org

“Best option for reducing human error via barcode scanner while also keeping the ability to add inventory that is not IP based.”

Lacey Hoang Coordinator, Technical Support

Summary

Alberta Medical Association’s implementation of a complete asset tracking solution has greatly enhanced their operations. The flexibility of Passport allows for automating and streamlining asset tracking tasks as well as reduces errors and the time spent correcting them. Barcode scanners enable positive confirmation of both IT assets as well as other items, equipment, and furniture. Staff now has a reliable daily tool for standardizing their asset management.

The Challenge

Alberta Medical Association needed a way to automate and streamline their IT asset tracking and reduce human error in the process. Many systems are based on network discovery but that limits the overall usefulness for many reasons. One, if the network or networks are not optimized for the task that presents a huge problem. Additionally, as in most organizations, there are many more assets to keep track of than just network connected items such as monitors, printers, copiers, equipment, furniture, etc.

The Solution

ASAP Systems’ Passport met the requirements and provided room to grow. It’s a complete system comprised of an inventory management and asset tracking software application and mobile barcode scanners driven by the matching mobile app. The mobile barcode scanners work with existing barcoded asset tags as well as serial numbers on electronic equipment.

Tangible Benefits

Alberta Medical Association streamlined processes by implementing an asset tracking system. Consolidating information allows for standardizing descriptions, categories, and identifiers which increased efficiency by a significant margin. Sharing information and presenting reports becomes much less complicated and much more manageable.

Easy to Use

The team uses the system every day. Scanning asset barcodes and serial numbers is easy and more accurate than trying to write the long string of numbers. Reports can be customized and are then simply templates in the system that can be run anytime when needed. The report data can be exported too so that others can use the data how they need to.

Flexible

Alberta Medical Association likes the ability of the system to adapt to their needs, so that automating and streamlining their asset management becomes something of value. Not

only electronic IT equipment that is connected to the network but any other items, furniture, etc. can easily be barcoded and tracked in the system too.

Info Call Prompt, Planet Fitness

Thank you for calling Planet Fitness® Princeton Plaza! This is (name), how may I help you?

Have you ever been a member of Planet Fitness® before? ----- How did you hear about us? -----

Great! Let me tell you about Planet Fitness®.

Here at Planet Fitness®, we are the Judgement Free Zone®. We don't cater to bodybuilding or powerlifting; but instead focus on general fitness. Most of our members are first time gym users, so we create a comfortable and non-intimidating® environment. We feature tons of cardio, as well as a variety of weight resistance machines that are all very user friendly. Additionally, we have an express 30 minute circuit that allows you to get a full body workout quickly and easily. In addition, we have a 12 Minute Ab workout that allows you to get a full core and stretching workout.

We are open 24 hours a day, 7 days a week, and we have over 1200 locations worldwide. We offer unlimited fitness training with a certified fitness instructor, but unfortunately we do not have one at the moment. When we do get one, the classes are always included, always unlimited, and in group settings of no more than five people. We offer over 1000 appointments every month to help keep your workouts new and exciting!

Currently, we have two different membership offers:

Our first membership is our No Commitment membership. Right now it is only \$49 to start up, then only \$10 a month, billed monthly on the 17th through a checking account. This membership has an annual membership fee of \$39 that will be billed on November 1st. This membership is no commitment and can be cancelled anytime for free!

Our second membership is our Black® Card membership. Right now it's \$10 to sign up, then only \$19.99 plus tax a month. This membership has a \$39 annual membership fee that is also billed on or around November 1st. The Black® Card membership includes a 12-month contract meaning there is a \$58 buyout fee if cancelled within one year of signing up. The great thing about our Black® Card is that it includes several awesome benefits, such as: 20% off Reebok online and outlet stores, use of tanning and total body enhancement, unlimited use of our hydromassage beds and massage chairs, unlimited guest privileges, reciprocal use at over 1200 locations, and half price cooler drinks. Both of these membership offers expire on September 30th. We do all of our billing through a checking account. Please bring a voided check with your bank routing and account numbers when you sign up.

I would definitely recommend coming down and taking a tour of our facility, where anyone behind the desk would be more than happy to show you around. In the

meantime, you can check us out on our website at www.planetfitness.com® to see photos and take a virtual tour. You can also like us on Facebook, follow us on Twitter, and check out our new mobile app!

Are there any other questions I can help you with?

Thank you for calling!

Date Revised: 09.02.2017

Revised by: Peter Hsieh, Marketing Operations Manager

Call for Proposals Email, SJREAL

Dear Bay Area Creative,

San Jose Rep's Emerging Artist Lab (SJREAL) is excited to announce its acceptance of proposals for the 2013-14 season! We have seven Late Night Series this year, which means there are 21 weekends for shows to be produced.

SJREAL (San Jose Rep's Emerging Artists Lab) offers an opportunity for budding Bay Area artists to unleash their creativity during late night, cabaret style performances at San Jose Rep. Innovation and risk are key factors of the San Jose Rep's Emerging Artists Lab, an open forum that strives to push the boundaries of what theatre is. SJREAL artists will develop their projects with the support of San Jose Rep through resources and mentorship. Come explore theatre from the ground floor as we delve into humanity's lusts, hopes, and fears.

For incoming projects, we accept any and all roles in theater submitting a proposal. Directors, writers, actors, and designers are all encouraged to put forward shows that they feel will help them grow as an emerging artist and push the boundaries of their art. Got a concept you want to experiment on? A script you wish to workshop? Role you want to explore? Design elements to research? Send us a proposal, and we'll help you fill the rest of the production (or bring along your own people if you'd like)! If your proposal is selected, you will join us as a Project Leader, and would be required to attend weekly meetings (currently Mondays from 7-8pm) to give regular check-ins on your show. (Note for writers: If you have a script you wish to have produced but do not want to be a project leader, email your script to our literary manager Peter Hsieh at peterhsiehwriter@gmail.com)

SJREAL shows are meant to be paired with the mainstage plays the Rep produces, and they perform late in the evening after the Rep show has ended (start time is usually between 10 and 10:30pm). As such, when proposing for a particular series, keep in mind that your show would follow a performance of the play listed, and should complement the show for a full evening of theater. Proposals should mesh with the proposed themes for each series, but by no means are restricted to them entirely.

Productions of SJREAL are performed in the Patron Lounge at San Jose Rep. Other spaces may be utilized, such as the lobby or rehearsal hall; please note in your proposal where you'd like to stage your show. Information on San Jose Rep shows and SJREAL Late Night Series themes and deadlines can be found on the following pages.

Sincerely,

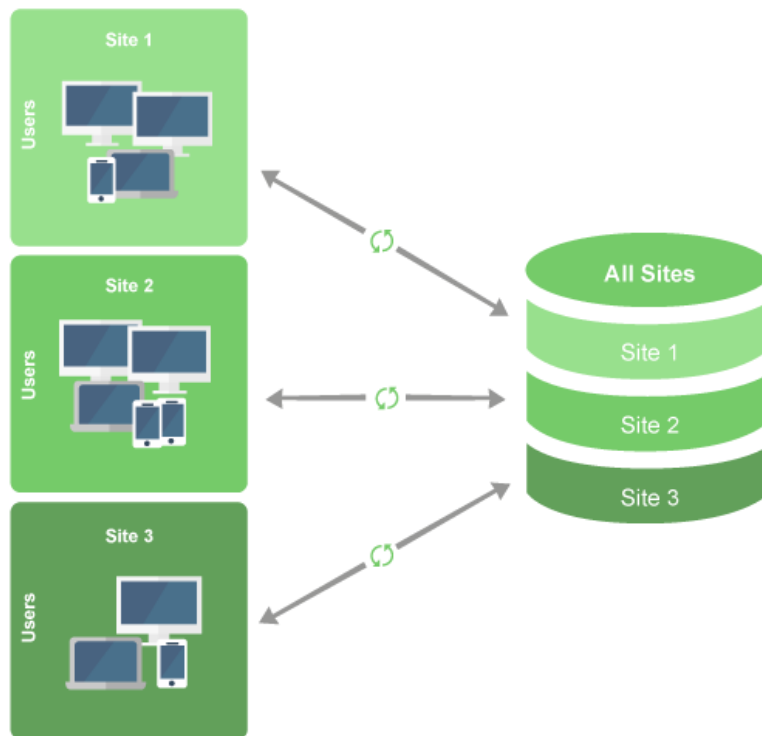
Peter Hsieh
Playwright and Director
Head of Literary, SJREAL
Co-founder, City Light Source
(408) 564-3050
peterhsiehwriter@gmail.com

Blog, ASAP Systems

So I'm writing this on Valentines day and seeing as I've still got paid ads, SEO work, and a case study on **inventory management** (an essential feature to have with your inventory management and asset tracking system if you have multiple locations to keep track of), so you'll probably be reading this on a later date (happy belated Valentines!). Usually on Valentines day I think about four things, my exes, candy (also buying candy the next day at incredible discount), blockchain technology and its projected growth and impact (this one in more recent years) and Counter Strike: Global Offensive. Now, the latter two I think about quite often so it isn't really exclusive to this topic perse but the first two are topics that invariably cross my mind.

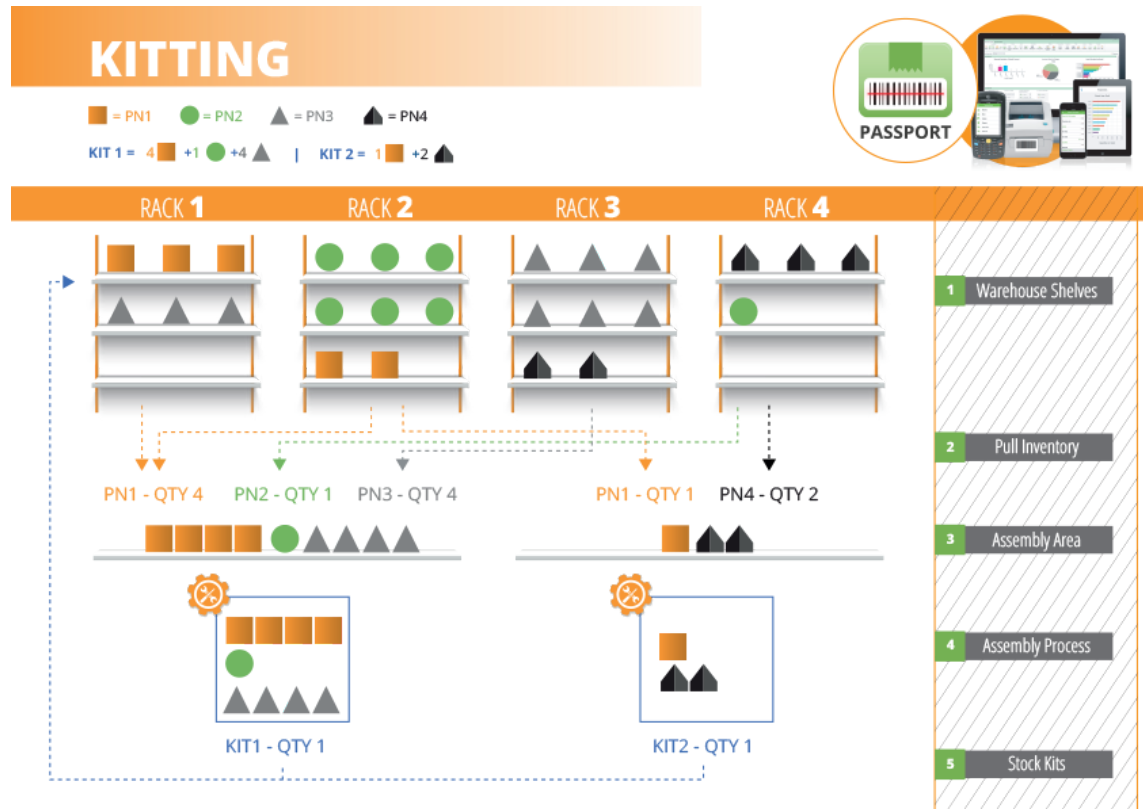
that is important but is it enough? Let's take a look at some specific features and consider some real world examples where they can be applied.

Multi Site tracking. Do you have multiple warehouses or stock rooms? Do you have different stock inventory, different parts in different locations? Multi site tracking allows you to control data visibility across multiple locations (hence the name) and gives you greater flexibility when it comes to managing your inventory.



Expiration date tracking. Do you have a consumable stock? Does your inventory have an expiration date beyond which the items would lose value or be rendered completely useless? Chocolate doesn't keep forever (not even ones in pretty red packages), neither do flowers. Holiday themed products can be said to expire by February 15th or probably 10:30 pm on the 4th. In all those cases you would want to be able to track expiration dates.

What about **kitting**? Now, kitting is the process by which separate but related components are combined as a set to make a single SKU or unit. A great and fitting way to illustrate this would be boxes of chocolates and the different flavors that each box has to offer or bouquets of different flowers; in each case multiple items are combined in a set to form a separate item. This feature is used by many manufacturers and warehouses and having a system that can manage and track kitting saves a lot of time, confusing, and math.



Choosing the right method of tracking inventory for your business needs is important and can save you a lot of time and money. Having a configurable system with additional features can streamline your operations and make it easier for you to make the right decisions that'll grow and improve your business. Instead of playing it on the safe side and under stocking or wasting money because of over stocking, implement the right inventory management system and see what that can do for your business.

Links to some of my Works

An interview SF Theatre Pub conducted with me.

<https://sftheaterpub.wordpress.com/2013/07/01/introducing-the-writers-of-pint-sized-plays-iv-part-one/>

An interview I conducted with myself.

<https://sftheaterpub.wordpress.com/2014/02/17/theater-around-the-bay-mischief-mayhem-playwriting/>

Interview I conducted of different theater artists.

<https://sftheaterpub.wordpress.com/2015/10/12/theater-around-the-bay-the-audition-and-casting-process-stuart-bousel-lana-russell/>

<https://sftheaterpub.wordpress.com/2015/10/26/theater-around-the-bay-the-audition-and-casting-process-emilio-rodriguez-janet-bentley/>

Press Release I wrote for ASAP Systems

<http://www.prweb.com/releases/2018/02/prweb15176219.htm>

Case Studies I wrote for ASAP Systems

https://www.asapsystems.com/customer_spotlight.php

Reviews of my plays.

<http://www.news-herald.com/article/HR/20140409/NEWS/140409581>

<https://myculturallandscape.blogspot.com/2014/11/hell-hath-no-fury-like-woman-wronged.html>

<https://www.oc-centric.com/single-post/2015/02/24/10-Playwrighting-Finalists-for-the-2015-Seas-on-of-OCCentric>

<http://www.talkinbroadway.com/page/regional/sanfran/s1197.html>

Videos of my plays

<https://www.youtube.com/watch?v=MnPdesPI1bo>

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

<https://www.youtube.com/watch?v=9wsg9J2JkXs&t=40s>

Flash Memory Summit Report, Etrend Technologies

Flash Memory Summit 2013 Summary Report

By Peter Hsieh

Santa Clara, CA, 8/13 ~ 8/15, 2013 – This 3 day conference had an estimated 3,300 in attendance. The pre-Conference Workshops featured two tracks; ECC and NVMe Introductory. In regards to ubiquitous computing and Cloud Computing/Storage, with the advantages of power saving and better performance, Smartphones, Tablets, and Data Center Servers are increasing the demand for NAND Flash. NAND Flash

revenue exceeded DRAM last year and it also important to note that NAND technology also leads DRAM about 2 generations. There are several Keynotes & sessions worth addressing.

Keynotes:

A. Iri Trashanski, VP, Marvell presented “ SSD Revolution in Client Devices and Data Center:

The SSD market is rapidly growing in both Client and Enterprise sides either in capacity & unit growth, 30M Unit in 2013 to 150M unit in 2016 while average capacities are from 135GB (2012) to 285 GB(2016).

Dell Shipped First Client SSD Using SanDisk 5000 in 2007, with the features (at that time) of

- Most durable
- More power efficient
- Cooler
- High-performance

In 2013 there have been improvements in every feature in regards to IOPS/Power/Price/Performance/Form Factor.

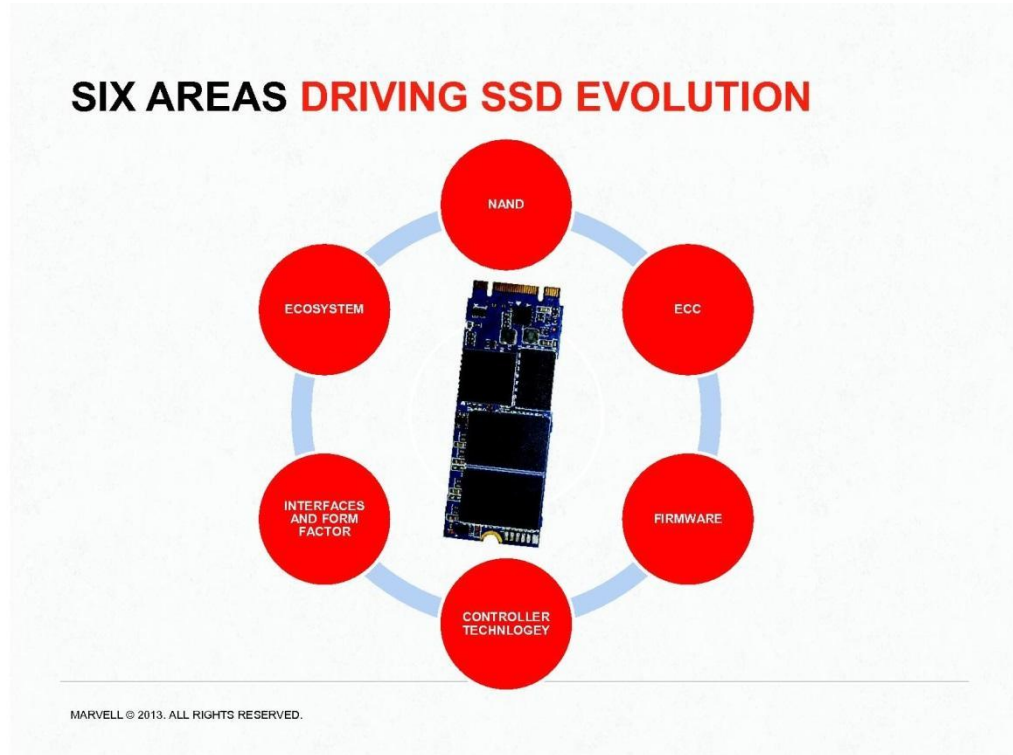


Source: Marvell in FMS 2013

In 2016 there will be 2X in Capacity (~ 2TB), 2X reduction in Price/GB (\$0.6 → \$0.3), 6x in speed of interface, Performance (6X in read, 3x in write), Form Factor will be M.2.

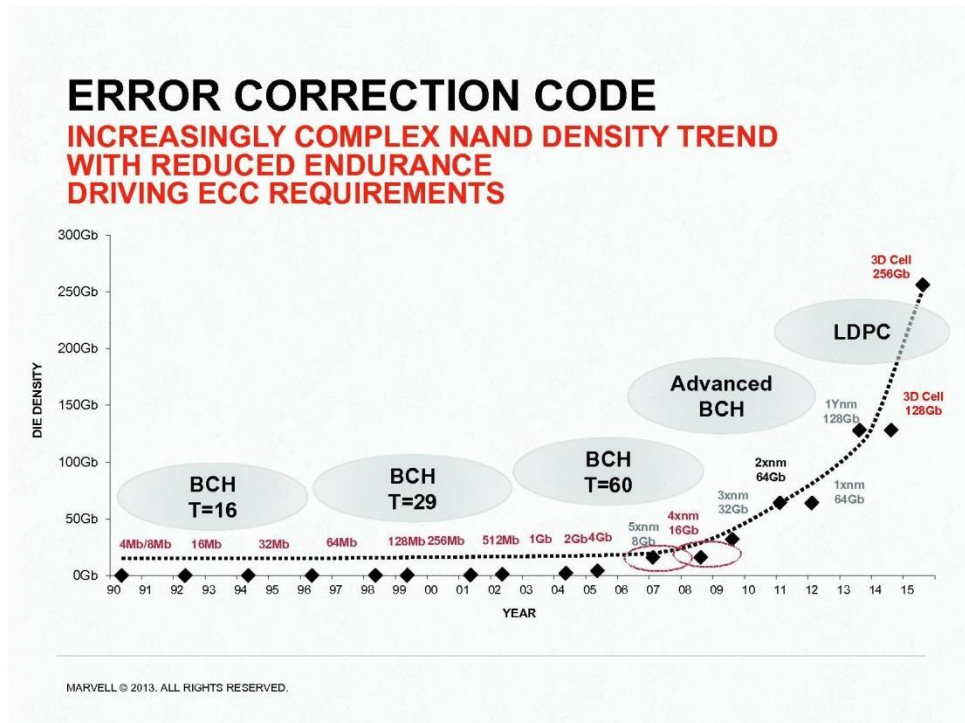
Six areas driving Evolution:

NAND Technology, Controller Technology, ECC, Interfaces & Form Factor, Firmware, Ecosystem.



Source: Marvell in FMS 2013

- a. For NAND Technology, the ratios among TLC, MLC, SLC are dependant on applications, the trend is moving towards higher TLC but MLC still dominates. The price of Per GB will continue go down, but major decline is already behind us, as we are already approaching the limit of technology nodes in 1X/1Y/1Z nm. Interfaces are still evolving from Async/ONFI 1 (2007) → Toggle 1/ONFI 2 (2010) → Toggle 2/ONFI 3 (2013) → Toggle 3/ONFI 4 (2016)
- b. ECC (Error Correction Code) is increasingly complex due to technology node advancement & more bits per cell.



Source: Marvell in FMS 2013

There are challenges and tradeoffs among Error Correction Power, Circuit Complexity, and throughput depends on applications requirements and technology characteristics.

- c. Firmware becoming more complex and tightly coupled with NAND, Driving innovation.
- d. Controller Technology: Addressing the NAND advancements and Evolving Requirements:

- Single core to Quad core
- 200 MHz to 600 MHz
- 40bit ECC to 128bit ECC to LDPC
- DDR-2 to DDR-4 and LPDDR
- Async/ONFI-1 to ONFI-3/Toggle 4
- Smaller package, POP, BGA, MCP
- HW automation for host commands to improve performance and reduce bottlenecks

- e. Form Factor and Interfaces

New Client Devices are driving smaller Form Factors allowing for thinner, smaller and cooler client devices, such as Tablets/Smartphones.

Interface: SAS, SATA, NVMe (PCIe), NVMe is driving for next generation SSD interface. The roadmap is listed as follows;

CLIENT SSD'S INTERFACE FUTURE PATH

		2013	2014	2016
	HIGH-END DESKTOPS	SATA PCIe GEN2 X2/4	PCIe GEN2 X2/4 SATA	PCI e GEN 2/3 SATA
	ULTRABOOKS	SATA PCIe GEN2 X2/4	PCIe GEN2 X2/4 SATA	PCIe GEN 2/3 SATA
	NOTEBOOKS	SATA	SATA	PCIe GEN 2 SATA SATA/PCIe BGA
	TABLETS	eMMC SATA BGA	eMMC UFS SATA BGA	eMMC UFS PCIe/SATA BGA

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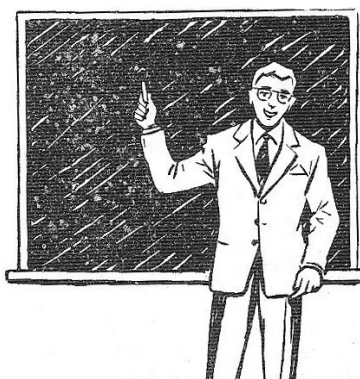
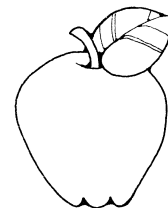
Source: Marvell in FMS 2013

f. Ecosystem: Driving innovation and support for smaller and faster devices:

- Chipset and OS
- TRIM
- Low-Power
- NVMe
- PQI
- Standardization

Marketing Material: Kelly Wellness & Chiropractic

Kelly Wellness & Chiropractic DAY of FREE MASSAGE



*Educating today's youth can lead to stress
and professional burnout! It's time someone
did something nice for you*

...get a free massage on us!

Every year as a form of community outreach, Kelly Wellness and Chiropractic donates a day of FREE MASSAGE for the Teachers and Staff at local schools. The only catch is that you can't pay us or tip the massage therapists. We pick up the tab!

This is a tremendous way to build campus morale and show your appreciation for everything that your faculty and staff have done this year. These days are always appreciated by the teachers and staff alike, and come at minimal effort on your part! All you have to do is let us know when and where we can set up and remember NOT to tip us! Then we take care of the rest (and relaxation).



We wanted to help you celebrate Teacher Appreciation Week, and reach out to all schools to participate! **Please keep in mind that our event days fill up fast this time of year...** So call us today!! We have availability open as soon as May 1st.

Please contact **Beth** at **(408) 320-1718** to schedule your school!

Semicon West 2013 Report, Etrend Technologies

Mid-Year 2013 Semiconductor Forecast

By Peter Hsieh

There were several Semiconductor Conferences that took place this July in San Francisco; Semicon West 2013, Gartner Semiconductor Forum, IMEC Technology Forum, and Leti Day. Some conferences listed some technology trends/roadmaps while others focused on market trends. Semiconductor growth is contingent with World GDP as following 5 years of economic recession the semi market is starting to recover.

World GDP- "Activity is beginning to Recover"

			Projections	Projections
	2011	2012	2013	2014
World Output	4.0	3.2	3.3	4.0

Advanced Economics	1.6	1.2	1.2	2.2
US	1.8	2.2	1.9	3.0
Euro Area	1.4	-0.6	-0.3	1.1
Germany	3.1	0.9	0.6	1.5
Japan	-0.6	2.0	1.6	1.4
Emerging Market	6.4	5.1	5.3	5.7
China	9.3	7.8	8.0	8.2
India	7.7	4.0	5.7	6.2
ASEAN-5	4.5	6.1	5.9	5.5
Brazil	2.7	0.9	3.0	4.0

Source: IMF April 2013

Semiconductor Industry Outlook – Single-digit revenue growth over the 2011 ~ 2016, Fab Equipment Spending is driven by Foundry & Memory (NAND Flash),

Capital Expenditure Highlights – Increase in combined spending by top tier companies

Top Five CAPEX Spenders

In US\$ Billion	2012	2013 Est.	Change
Intel	\$11.0	\$12.0	+\$1.0
Samsung	\$12.4	\$12.0	-\$0.4
TSMC	\$8.3	\$9.5 to \$10	+\$1.2 to \$1.7
GlobalFoundries	\$3.5	\$4.4	+\$0.9
Hynix	\$3.5	\$2.6	-\$0.9
Total	\$38.7	~\$41.0	\$1.8 to \$2.3

Source: SEMI, July 2013

SEMI 2013 Mid-Year Equipment Forecast by Market Region; Unit in US\$ Billion

	2009(a)	2010(a)	2011(a)	2012(a)	2013(f)	2014(f)
ROW	1.44	3.84	3.41	2.1	2.17	1.94
China	0.94	3.68	3.65	2.5	2.81	5.11
S. Korea	2.60	8.63	8.66	8.67	6.69	8.74
Europe	0.97	2.33	4.22	2.55	2.35	4.21
Taiwan	4.35	11.25	8.52	9.53	10.43	10.62
N. America	3.39	5.75	9.26	8.15	8.04	8.75
Total	15.92	39.92	43.53	36.93	36.29	43.98

Source: SEMI, July 2013

SEMI 2013 Mid-Year Equipment Forecast By Segment; Unit: US\$ Billion

	2009(a)	2010(a)	2011(a)	2012(a)	2013(f)	2014(f)
Other	1.11	1.98	2.07	2.15	2.04	2.32
Test	1.55	4.14	3.77	3.55	3.00	3.18

Assembly & Pack.	1.41	3.88	3.34	3.08	2.55	2.90
Wafer Process	11.84	29.91	34.34	28.15	28.70	35.59
Total	15.92	39.92	43.53	36.93	36.29	43.98

Source: SEMI July 2013

SEMI 2013 Mid-Year Material Markets Forecast By Region

Region	2012 \$B	2013F \$B	2014F \$B
ASEAN/ROW	8.0	8.0	8.2
Taiwan	10.3	10.5	11.2
China	5.1	5.6	6.0
Japan	8.6	8.2	8.4
Korea	7.4	7.6	8.1
Europe	3.0	3.1	3.1
Americas	4.8	5.0	5.2
Total	47.1	48.0	50.2

Source: SEMI May 2013

Summary

- Slowly improving global economic outlook
- Single-digit growth for semiconductor revenue outlook
- North America is a key for new semiconductor investments
- Semiconductor equipment outlook shows slight decline for 2013 than ~20% growth for 2014
- Semiconductor materials approaching \$48B market this year and projected to grow to \$50B by 2014

Beyond Moore's Law, the advanced devices need to address Physics, Materials, Architectures, Process Integration.

For more advanced nodes beyond 22nm, there are several approaches (device architecture & Lithography) undergoing; such as;

1. 22nm ~ 14nm: 193nm Immersion Lithography & Self Aligned Double Patterning; FINFET & Hybrid FG
2. 14nm ~ 10nm: From FinFET to High Mobility FinFETs (Ge-III/V Gate)
3. 10nm ~ 7nm: EUVDSA, GeFINFET, III/V FET, STTMRAM, 3D SONOS, 3D DRAM
4. 7nm ~ 5nm: Air Gaps, Tunnel FET, Vertical FET, Gate All Round FET
5. < 5nm: Graphite, Nanowire.

Social Media Posts (Mostly Facebook, I took the photos and video and helped with some of the design / photoshop)

Peter Hsieh shared his video.
May 17, 2013

Come Check out Jack Rabbit for SJREAL's Late Night Series for The Tragical History of Dr. Faustus. May 17th and 18th, 10:00pm doors open, in the Patron Lounge. Be there. And hopefully you've all had your shots because this show is gonna be SICK!



JACK RABBIT
A NEW PLAY BY
PETER HSIEH

Peter Hsieh added a new video: Jack Rabbit Rehearsals from May 17, 2013 at 4:40am to his timeline.
May 17, 2013 at 4:40am · San Jose ·

Jack Rabbit Opens Tonight as part of SJREAL's Late Night Series for The Tragical History of Dr. Faustus at San Jose Repertory Theatre. Doors Open at 10:00pm, tickets are donation based. Come Check my new play and my wonderful cast and crew who helped bring it to life.

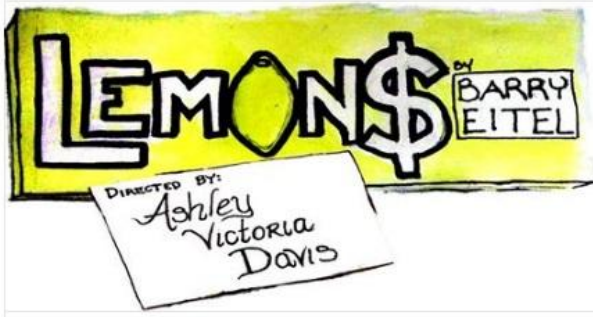
Like Comment

Dana Soliman, Steve M. Boyle and Max Koknar · Seen by 72

Write a comment...

Peter Hsieh shared San Jose Repertory Theatre's event.
April 10, 2013 · San Jose

Hey Labbies, come check out "Lemons" by Barry Eitel this weekend as part of SJREAL's third weekend of LNS for Disconnect, directed by Ashley Victoria Davis. There will be lemonade. It is pumpin' some serious swag ya feel me? <https://www.facebook.com/events/138563052992720/?ref=ts&fref=ts>



LEMON\$ BY BARRY EITEL
DIRECTED BY:
Ashley Victoria Davis

APR 12 **Lemons**
Apr 12, 2013 - Apr 13, 2013 · San Jose Repertory ...
4 people interested · 8 people going

Like Comment

Emily Brouwer and Gina Marie Hayes · Seen by 74

Write a comment...

San Jose Repertory Theatre
May 19, 2014 ·

Does your family have any food traditions?

One member of The Big Meal cast says:
"Salt and sugar. Every time I've tried to duplicate one of my mom's recipes, it has been a disaster. She's not a cook, she's a magician."

Guess which cast member said that, and tell us about your family's food traditions in the comments, and you could win a pair of tickets to see The Big Meal at San Jose Rep! We'll pick a winner this Friday.



Mark Anderson Phillips, Carrie Paf, Aaron Wilton, Jessica Lynn Carroll, and Catherine MacNeal in San Jose Rep's The Big Meal. Photo by Kevin Barnes

Like Comment Share

San Jose Repertory Theatre
May 7, 2014 ·

Our next production, "The Big Meal," moves from rehearsals to previews on Thursday with opening night next Wednesday. Dan LeFranc's critically-acclaimed play about love, marriage and the rush of life is directed by Associate Artistic Director Kirsten Brandt and features a cast that includes such Rep favorites as Mark Anderson Phillips ("Doctor Faustus"), Carrie Paf ("Bill W. and Dr. Bob") and Richard Farrell (Scrooge in "A Christmas Carol"). If you don't have your tickets yet, visit www.sjrep.com. (In the cast photo, from L to R: Jessica Lynn Carroll, Aaron Wilton, Carrie Paf, Mark Anderson Phillips, Catherine MacNeal, and Richard Farrell)



Like Comment Share

Jane Cassamajor and 3 others

1 share

Write a comment...



Peter Hsieh shared his album.
September 24, 2013

Here are some pictures from Mixtapes Volume One which kicked off this new season of SJREAL's Late Night Series of shows, and also of Mixtapes Volume One (Remix) which played the subsequent Weekend. Photo Credit: Steve M. Boyle and Boris Slager



Peter Hsieh added 70 new photos to the album: Mixtapes Volume One & Volume One (Remix).
September 24, 2013

Pictures from Mixtapes Volume One and it's remix the following weekend at San Jose Rep as part of SJREAL's Late Night Series. Mixtapes features short plays by M...

[See More](#)

Like Comment

Stephanie Whigham, Jeremy Cole and 3 others

Seen by 68



Peter Hsieh shared Peter Hsieh's event.
September 13, 2013 · San Jose

Come out to mixtapes at SJREAL's Late Night Series as it kicks off this new season of Late Night Series shows, featuring short plays by Megan Cohen, Jeremy Cole, Rachel Bublit, Amber Sommerfeld, and myself, that i directed. <https://www.facebook.com/events/197566687084682/?ref=14>



SEP
13

Mixtapes Volume One

Fri 10 PM · San Jose Repertory Theatre · San Jose
5 people interested · 21 people going

Going

Like Comment

Seen by 67



Write a comment...



Peter Hsieh shared San Francisco Olympians Festival's event.
August 20, 2014 · 🌐

Just finished writing the first complete draft of "Argus". On a related note: Actors. Come audition for the San Francisco Olympians festival. People have already signed up so do it quick.

<https://www.facebook.com/events/675502219204044/?ref=ts&ref=ts>



SEP
28

Audition For The San Francisco Olymp..

Sep 28, 2014 · Sep 29, 2014 · 156 Eddy St, San Fr...
28 people interested · 163 people going

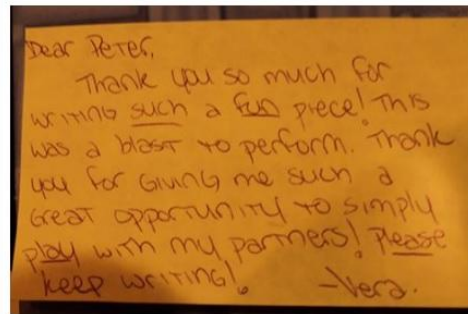
Going

Like Comment



Peter Hsieh
Published by Brittany Wilkins · 171 · May 29, 2014 · 🌐

#bt An awesome note I got in the mail from one my actors in "Tree" when it was produced at Brooklyn College as part of G60. Thanks Vera, it truly means a lot.



143 people reached

Boost Post

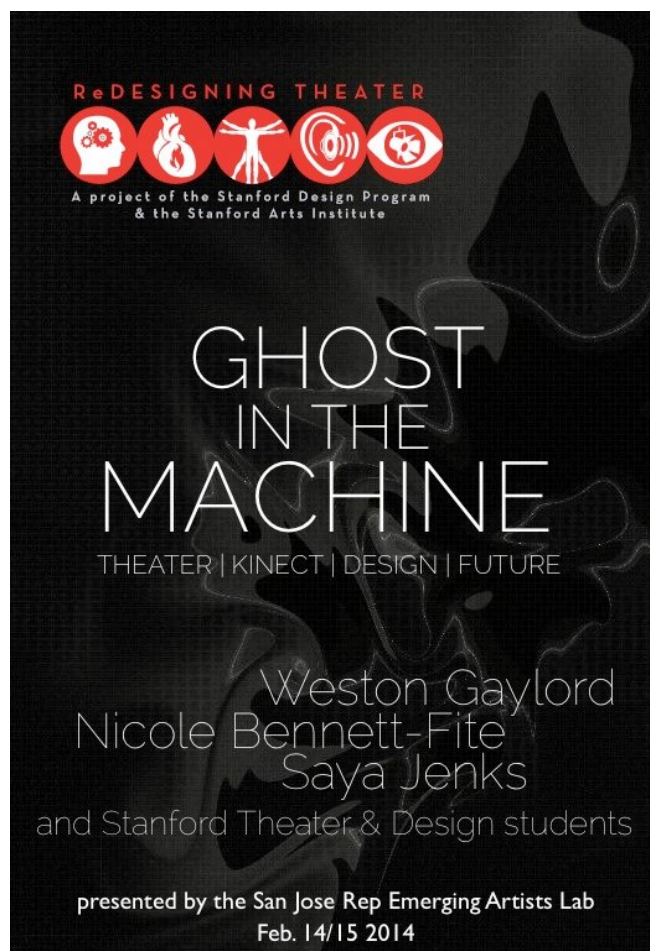
Like Comment Share

Conrad Panganiban

1 share



Write a comment...



Mixtapes Volume One

San Jose Rep and SIREAL presents
Mixtapes Volume One

Written by
Megan Cohen, Jeremy Cole, Rachel Bullitz, Peter Hsieh,
and Amber Sommerfeld

Directed by Peter Hsieh

Starring
James Allan, Morgan Vaeltzer, Lee Robin Salazar,
James J. Des Jr., Emily Brouwer
and Stephanie Whigham

September 13th, 14th, 20th, and 21st
San Jose Rep Patron Lounge
10:00pm Doors Open
Pay what you will

interstate by peter hsieh directed by janet bentley

schreibersshorts2014.brownpapertickets.com
april 10 - 13, 2014



Photography, Pictures I took, mostly with my Canon 7D.







Internal Report, Etrend Technologies

Mid-Year 2013 Semiconductor Forecast

By Peter Hsieh

There were several Semiconductor Conferences that took place this July in San Francisco; Semicon West 2013, Gartner Semiconductor Forum, IMEC Technology Forum, and Leti Day. Some conferences listed some technology trends/roadmaps while others focused on market trends. Semiconductor growth is contingent with World GDP as following 5 years of economic recession the semi market is starting to recover.

World GDP- “Activity is beginning to Recover”

			Projections	Projections
	2011	2012	2013	2014
World Output	4.0	3.2	3.3	4.0
Advanced Economics	1.6	1.2	1.2	2.2
US	1.8	2.2	1.9	3.0
Euro Area	1.4	-0.6	-0.3	1.1
Germany	3.1	0.9	0.6	1.5
Japan	-0.6	2.0	1.6	1.4

Emerging Market	6.4	5.1	5.3	5.7
China	9.3	7.8	8.0	8.2
India	7.7	4.0	5.7	6.2
ASEAN-5	4.5	6.1	5.9	5.5
Brazil	2.7	0.9	3.0	4.0

Source: IMF April 2013

Semiconductor Industry Outlook – Single-digit revenue growth over the 2011 ~ 2016, Fab Equipment Spending is driven by Foundry & Memory (NAND Flash),

Capital Expenditure Highlights – Increase in combined spending by top tier companies

Top Five CAPEX Spenders

In US\$ Billion	2012	2013 Est.	Change
Intel	\$11.0	\$12.0	+\$1.0
Samsung	\$12.4	\$12.0	-\$0.4
TSMC	\$8.3	\$9.5 to \$10	+\$1.2 to \$1.7
GlobalFoundries	\$3.5	\$4.4	+\$0.9
Hynix	\$3.5	\$2.6	-\$0.9
Total	\$38.7	~\$41.0	\$1.8 to \$2.3

Source: SEMI, July 2013

SEMI 2013 Mid-Year Equipment Forecast by Market Region; Unit in US\$ Billion

	2009(a)	2010(a)	2011(a)	2012(a)	2013(f)	2014(f)
ROW	1.44	3.84	3.41	2.1	2.17	1.94
China	0.94	3.68	3.65	2.5	2.81	5.11
S. Korea	2.60	8.63	8.66	8.67	6.69	8.74
Europe	0.97	2.33	4.22	2.55	2.35	4.21
Taiwan	4.35	11.25	8.52	9.53	10.43	10.62
N. America	3.39	5.75	9.26	8.15	8.04	8.75
Total	15.92	39.92	43.53	36.93	36.29	43.98

Source: SEMI, July 2013

SEMI 2013 Mid-Year Equipment Forecast By Segment; Unit: US\$ Billion

	2009(a)	2010(a)	2011(a)	2012(a)	2013(f)	2014(f)
Other	1.11	1.98	2.07	2.15	2.04	2.32
Test	1.55	4.14	3.77	3.55	3.00	3.18
Assembly & Pack.	1.41	3.88	3.34	3.08	2.55	2.90
Wafer Process	11.84	29.91	34.34	28.15	28.70	35.59

Total	15.92	39.92	43.53	36.93	36.29	43.98
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Source: SEMI July 2013

SEMI 2013 Mid-Year Material Markets Forecast By Region

Region	2012 \$B	2013F \$B	2014F \$B
ASEAN/ROW	8.0	8.0	8.2
Taiwan	10.3	10.5	11.2
China	5.1	5.6	6.0
Japan	8.6	8.2	8.4
Korea	7.4	7.6	8.1
Europe	3.0	3.1	3.1
Americas	4.8	5.0	5.2
Total	47.1	48.0	50.2

Source: SEMI May 2013

Summary

- Slowly improving global economic outlook
- Single-digit growth for semiconductor revenue outlook
- North America is a key for new semiconductor investments
- Semiconductor equipment outlook shows slight decline for 2013 than ~20% growth for 2014
- Semiconductor materials approaching \$48B market this year and projected to grow to \$50B by 2014

Beyond Moore's Law, the advanced devices need to address Physics, Materials, Architectures, Process Integration.

For more advanced nodes beyond 22nm, there are several approaches (device architecture & Lithography) undergoing; such as;

6. 22nm ~ 14nm: 193nm Immersion Lithography & Self Aligned Double Patterning; FINFET & Hybrid FG
7. 14nm ~ 10nm: From FinFET to High Mobility FinFETs (Ge-III/V Gate)
8. 10nm ~ 7nm: EUVDSA, GeFINFET, III/V FET, STTMRAM, 3D SONOS, 3D RRAM
9. 7nm ~ 5nm: Air Gaps, Tunnel FET, Vertical FET, Gate All Round FET
10. < 5nm: Graphite, Nanowire.

Production Stills from my Plays



Interstate Fine Arts Association of Ohio (2014). This was the world premiere production of the play



Tangerina World Premiere Actor's Studio (2012).



Game Plan, Floor Plan Undergraduate Production at UCSC(2013).



Sunday Sundays Alpha Project(2012).



Alice in Wonderland my super sick adaptation at West Valley College Mainstage (2011).



Interval, Impulse Nylon Fusion Collective (2012).



Lauren and the Ocean Alpha Project (2010).



Tree Brooklyn College part of the Gi60 festival (2013).

