

Dr Eric Esteve

Eric has over 25 years of experience in the Semiconductor industry, focused on ASIC and IP. He is the founder of IPnest, a company which represents IP vendors in Europe, and provides strategic consulting and IP related Market Surveys to high level customers: Synopsys, LSI Logic, Denali, Snowbush, Mentor Graphics, Rambus, CAST, Arasan and Virage Logic. Prior to that, Eric was WW Marketing Manager with PLDA, a market leader for PCI-Express Controller IPs, where he helped grow revenues by 3x in 3 years and developed sales channels in ASIA. Before that, Eric was ASIC/ASSP Marketing Manager for North America with Atmel, in charge of a \$10M+ business. He held various sales and marketing positions with TI in Europe: FAE, Technical sales and Marketing, focused on ASIC business development across Europe, from large Telecoms (Nokia, Tellabs) and Computer OEMs (HP, IBM), to start-ups. Eric started his career as an ASIC designer and consultant, working for various companies in France. Eric holds a PhD in Microelectronics from the University of PARIS Descartes.

"Wired Interconnect IP Market Survey" June 2009 - 10 years growth 2004-2008 Analysis, 2009-2013 Forecast. See: <http://www.design-reuse.com/research/wired-interconnect-ip/>

"PCI Express IP Market Survey" May 2009 - Sold to most of the IP vendors!
See: <http://www.design-reuse.com/research/pci-express/>

"In 2010, PCIe, SATA and USB IP Market will represent \$200M", IP'08 Conference, December 2008, available on: <http://www.design-reuse.com/ipbasedsocdesign/2008>

"SATA IP Market Survey" May 2009 – Sold to the key actors of Storage Semiconductor.
See: <http://www.design-reuse.com/research/sata/>

"The PCIe IP Market consolidating. Is it necessarily the Commoditization of the PCIe IP?", IP'07 Conference, December 2007, available on:
<http://www.design-reuse.com/ipbasedsocdesign/2007>

"Case Study of PCIe as an On-board System Bus", PCI-SIG DevCon 2006 available on:
<http://www.pcisig.com/events/devcon06/>

"Aspects of PCIe Integration in SoC Designs", PCI-SIG DevCon 2005 available on:
<http://www.pcisig.com/events/devcon05/>