KERSTEN HEINS

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Current Business Focus

- General Manager of Heins-IoT.com
  Cellular IoT consultancy and Engineering Services
- Research Associate at IU University of Applied Sciences

Profile

35 years in industrial computing and semiconductor industry
Focus topics and skills:

- Product Focus: Cellular IoT, Embedded Computing, Security Hardware.
- Digital Marketing: user community/forum, support infrastructure
- Technical writing, content creation in English and German language

Experience

Digital Marketing Programs Manager, STMicroelectronics, Munich — 2010-2019

Management of digital marketing and online support tools, customer portals and services, collaboration workspaces, e2e Communities (forum site)

Area Sales Manager, ST/Incard (Smartcard Manufacturer), Munich — 2007-2010

Focus on SIM cards for Mobile Network Ops (e.g. Vodafone D2) in Central EU

Business Development Manager Security, STMicroelectronics (Semiconductor Manufacturer), Munich — 2000-2007

Focus on security ICs for ID/e-passport, IT-Security/PKI, access control, biometrics, embedded security, trusted computing (i.e. TPM)

Technical Marketing Manager, SCM Microsystems (System Manufacturer), Pfaffenhofen and Erfurt — 1996-2000

Focus on smartcard terminals

Freelance Writer, e.g. for German ELEKTRONIK magazine — 1995

Application Engineer, Technical Marketing, THESYS Microelectronics (Semiconductor Manufacturer), Erfurt — 1992-1995

Focus on standard products like CPUs, digital video, FPGA.

Senior Hardware Design Engineer, Linotype-Hell (System Manufacturer), Eschborn — 1989-1992

High-Performance image processing systems

Hardware Design Engineer, KONTRON (System Manufacturer), Eching (Obb.) — 1985-1989

CPU mainboards and subsystems for industrial PCs

Education

University of Applied Sciences, Munich. Electrical Engineering / Computer Technology — Diplom Ingenieur, 1998; Gymnasium, Bonn — Abitur