



The Marketing Guy

Scott Huckaby's Toastmaster CTM #1

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The Ice Breaker... Objectives:

- To begin speaking before an audience.
- To help you understand what areas require particular emphasis in your speaking development.
- To introduce yourself to your fellow Club members.
- Time: four to six minutes

Mister Toastmaster, ladies and gentlemen, my name is Scott Huckaby. I am a marketing guy. For most of my career I've been a marketing guy. I expect to always will be a marketing guy.

I've been to two toastmasters meetings prior to this and it has occurred to me that there are just way too many product engineers and design engineers in this club without adequate marketing representation. So, in the interests of diversity, I felt it was my responsibility to join this august body.

The reason it is important to have a marketing guy around is that technical staff sometimes have a problem seeing the forest for the trees. Part of my job is to make sure those I work with don't lose sight of the big picture. When you are working on a solution to a problem, it is important to remember that at the end of the day, some customer is going to have to buy that solution. The customer's perspective is an important part of the big picture.

I have a Dilbert cartoon pinned up on my bulletin board where Wally and Dilbert are meeting with a marketing guy. Dilbert tells the marketing guy, "we in engineering think of the marketing department as our customer." The marketing guy says, "that's great, I'd like you to do a technical

feasibility study for me." Wally then asks, "would that require any work?" and Dilbert says with a frown, "I said customer, not boss." The big picture is remembering that the customer is the boss and that's why you need us marketing guys around.

I know there are some of you who think of us marketing guys as "spin-doctors," certainly some of the people I work with do. But I really don't like be referred to as a spin-doctor. The term sounds like we are being deceptive and it puts us in the league of politicians. Indeed, I'd rather you think of us marketing guys as incurable optimists who always try to put things in the best light. Certainly, we are called to put lipstick on a pig from time to time but this is not something we should be known for.

Some of you at this point are probably wondering, how does one get to become a marketing guy? We marketing guys come from a diverse background. In my case, I was born and raised in Dayton, Ohio, the birthplace of aviation and the home of the Wright brothers. My Dad was a civilian electro-optical engineer in the Air Force, which no-doubt influenced me to become an engineer myself. The choice to study engineering was an easy one for me because I loved science and was good at math. I did however want to be independent of my parents as soon as possible so I sought ROTC scholarships from the Army, Navy and Air Force. Both the Navy and the Air Force were looking for pilot candidates requiring perfect vision so the Army was the only armed service to offer me a scholarship. It later occurred to me that not being able to see 20/20 might have been a characteristic the Army was actually looking for.

I graduated from the University of Cincinnati in 1977 with a Bachelor's degree in Computer and Electrical Engineering. I was commissioned a Second Lieutenant in the United States Army Field Artillery the same day I graduated. I had fully intended to make the Army my career. I lived, ate, and breathed the Army. My brother once asked me during that time if I knew how to talk about anything other than the Army. The Army was a great experience but, unfortunately, time does not permit me to tell any war stories. Despite it being a great experience, I eventually changed my mind about making the Army a career and instead elected to pursue a career as a marketing guy. I left the Army at the end of my obligation with the rank of Captain and joined Texas Instruments as a Product Marketing Engineer in MOS Memory.

This summer I'll have 20 years with TI. Since my start MOS Memory, I've served as a marketing guy in the Microprocessor division, then TMS340 Graphics, followed by the SPARC group, then LAN, modem, VOP and finally C6000 DSP where I'm at today.

About 15 years ago, I married a lovely lady who is still lovely today. Teresa and I met on a Sierra Club backpacking trip to Big Bend. Both Teresa and I love Big Bend; it is one of the most interesting places in Texas. We try to get out there once every year to primitive camp on 40 acres we own. Teresa and I don't have any kids but we are parents to three cats and a dog.

Of all the experiences that have shaped who I am, the most significant one happened about 12 years ago when I discovered the need for Jesus Christ in my life. The Bible says that Jesus will return to the earth one day and it also has a lot of prophecies about events related to His coming. These prophecies helped me understand why the Soviet Union had to crumble. The fall of the USSR was a perplexing event for a Cold War veteran such as myself but the Bible brought clarity as to why this had to happen. It occurred to

me that if the Bible could help me understand why current events happened the way they did, then it also had to be right about needing to trust in Jesus Christ to have eternal life. Since then, I have learned there is a big difference between having a religion and having a personal relationship with the Almighty Creator of the universe. When you think about it, that is the ultimate big picture perspective.

In closing, I don't want you to think of me as just another marketing guy. Rather, I'd prefer that you to think of me as your marketing guy. If you find yourself having a hard time seeing the forest for the trees, call me in; the ten-thousand-foot view is something I try to specialize in.

Mr. Toastmaster...