

# **TI Taiwan Sales & Marketing**

## **TSA & FAA Program Overviews**

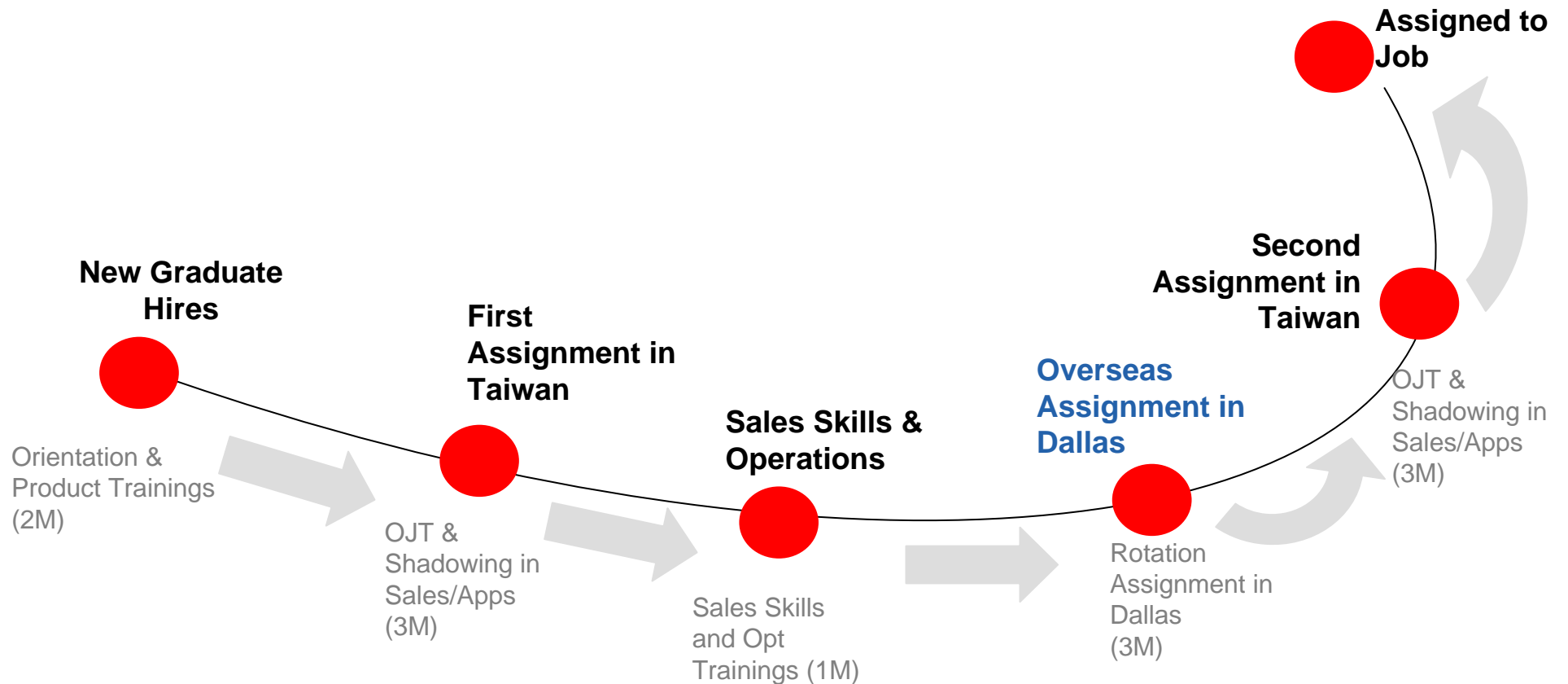
**May 2011**

**Human Resources of TI Taiwan Sales & Marketing**

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# What is the Taiwan TSA/FAA Program?

An elite program with 1-year trainings and rotations in Taiwan and Dallas to development high-potential sales/application talent pipeline.



# Taiwan TSA & FAA Program Overview

## T e c h n i c a l   S a l e s   A s s o c i a t e

The TSA (**T**echnical **S**ales **A**ssociate) Training Program is designed to prepare for high potential graduated young talents with master degree in **Electrical Engineering** for a challenging career in [Sales](#). This elite, highly respected program has over a 25-year history at TI Headquarter and deployed to Taiwan since 2003. It provides a unique opportunity to gain valuable product and customer knowledge and develop people skills early in a career. Many successful TI managers started their careers in this program.

The TSA Program consists of job rotations in application and sales departments, participation in a formal training curriculum, and participation in activities that promote networking and business skills, including 3-month of oversea training in U.S. After completing the program, TSAs will be assigned to different Sales Team as Technical Sales Engineer.

# Taiwan TSA & FAA Program Overview

## Field Application Associate

Our FAA (Field Application Associate) Training Program is designed to prepare for high potential graduated young talents with master degree in Electrical Engineering for a challenging career in [Field Application Engineer](#). Followed with successful experiences in TSA program, FAA program was kicked off in 2004. Individuals are deployed per their different academic background to applications engineering in power management or the analog signal chain field applications. Participants gain valuable experience by working side-by-side with industry experts and customers in challenging work rotations.

The FAA Program consists of shadowing program and on-job trainings in application departments, participation in a formal training curriculum, and activities that promote networking and business skills, including at least 3-month of oversea training in U.S. . After completing the program, FAAs will be assigned to different Sales Team or FAE Team as Field Application Engineer.

# Qualifications

## Technical Sales Associate

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**Academic Background**  
Bachelor or above  
Degree with Major in  
Electrical Engineering

P.S. Males should complete  
military services.

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**Working Experience:**  
Under two year.

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**Characteristics:**

- Agressive & Optimistic
- Good interpersonal skills  
English Communications
- Good EQ and Anti-  
Pressure capabilities

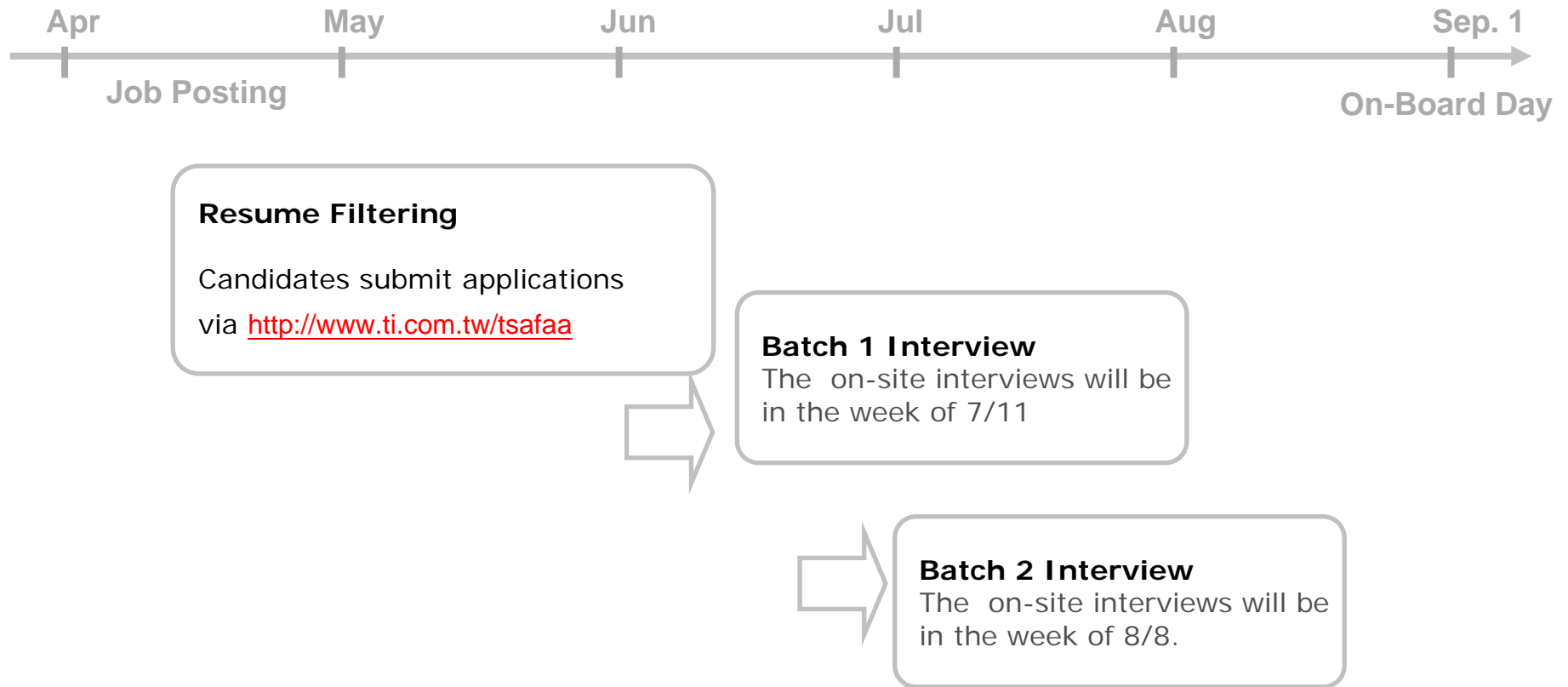
## Field Application Associate

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Same with TSA and must have  
project experiences in Power, or  
MCU (Micro-Controller), Open  
Multimedia Software or Signal Chain  
(Audio) Field.

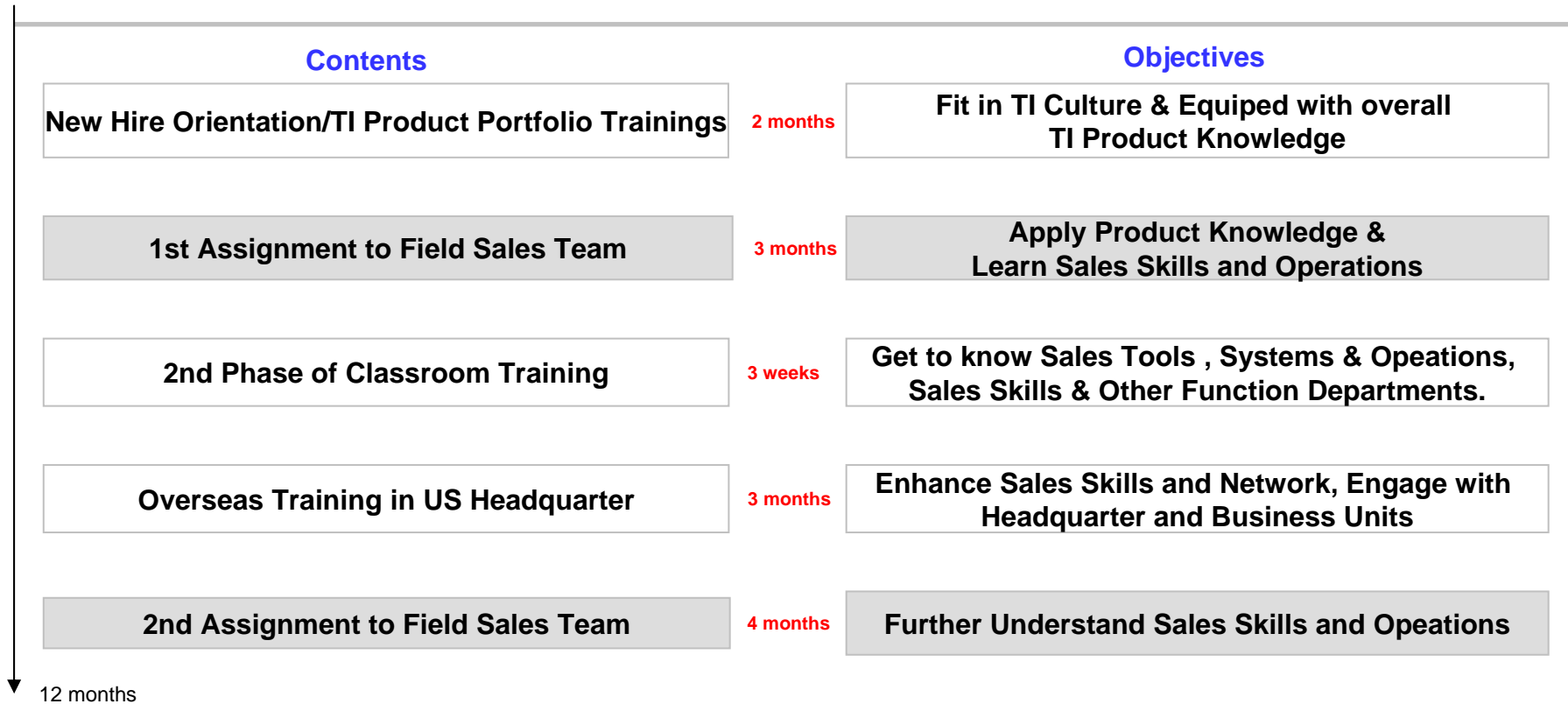
\* MCU and Open Multimedia Software FAA  
are also open for those with Computer  
Science master degree.

# 2011 TSA/FAA Recruiting Process



# Learning and Development Process

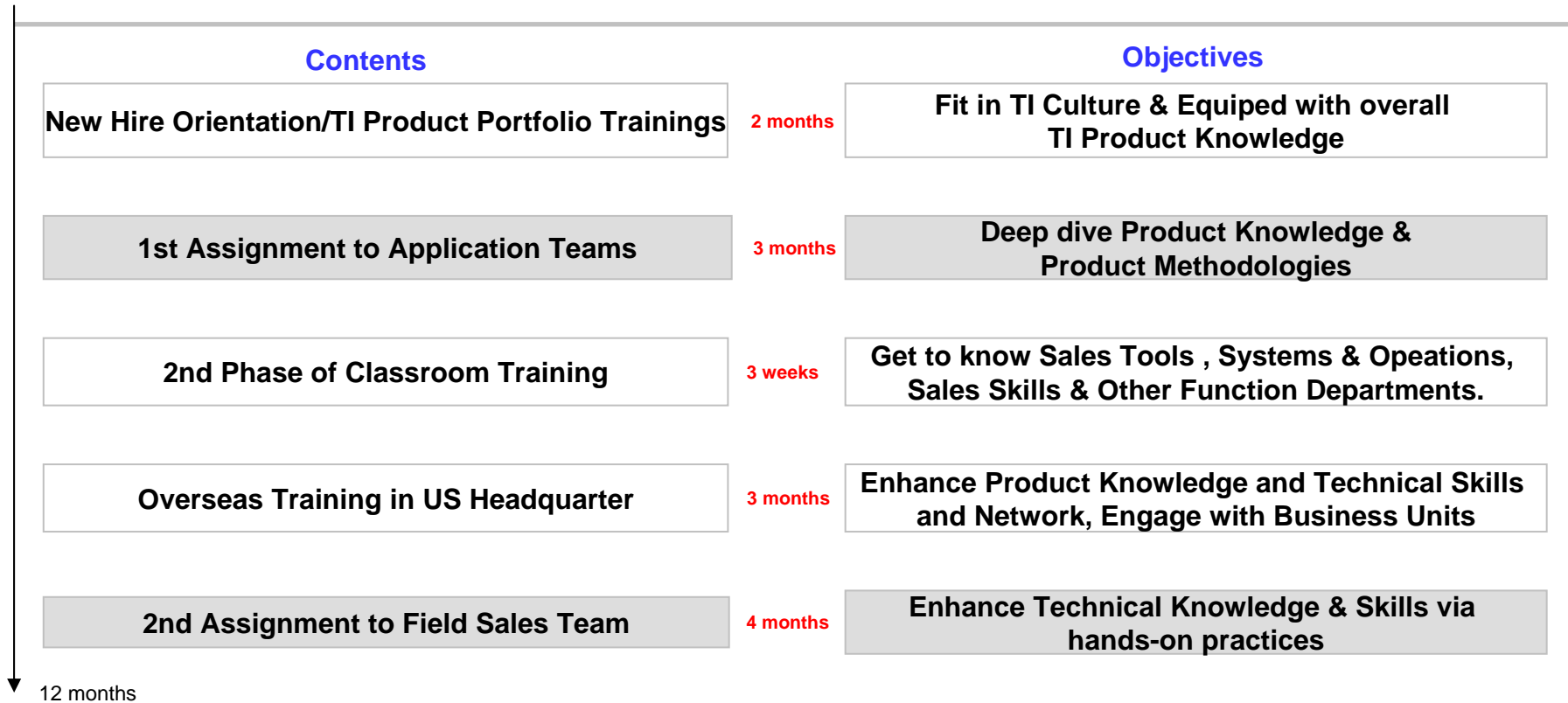
## Technical Sales Associate



There are 1 progress check-in and 1 certification panel reviews during this period.

# Learning and Development Process

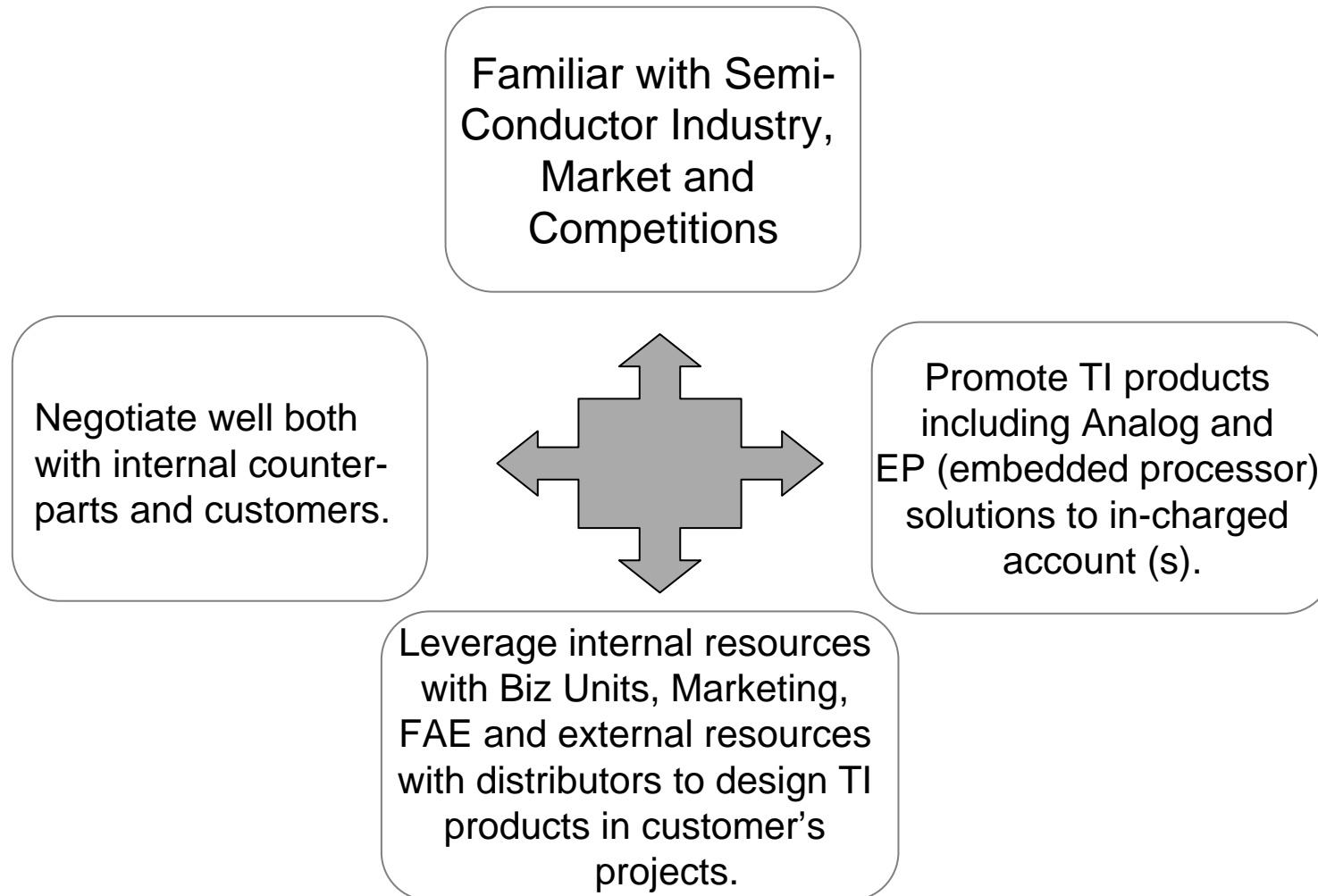
## Field Application Associate



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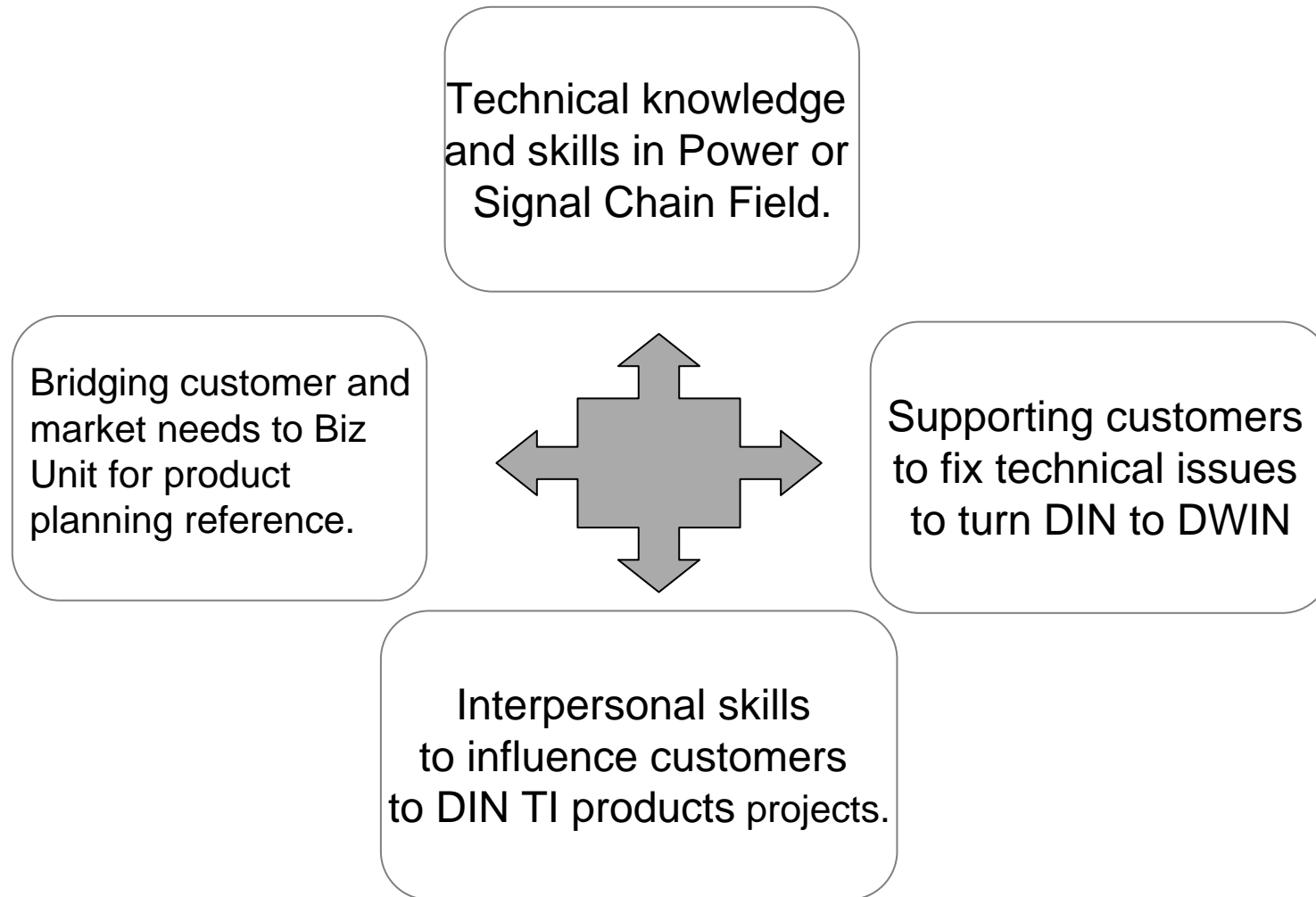
# After TSA Program

You will become a **T**echnical **S**ales **E**ngineer and good in...



# After FAA Program

You will become a **Field Application Engineer** and good in...



**Welcom to Join TI!!**

*If you are interested in TSA or FAA Program, please submit your application via <http://www.ti.com.tw/tsafaa>*