

ALEX FINDLAY

April 26, 2012

I joined Monsanto New Enterprise Division at the beginning of 1969 as Government Marketing Manager. My charter was to find supplemental government funding to support Monsanto's electronic device and materials research. New enterprise contained Industrial Automation, Semiconductor Materials, Opto and R&D. Soon after I joined Industrial Automation was spun off and George MacLeod became head honcho of the remainder.

About 1974 George MacLeod gave me two additional responsibilities: (1) Contact all who were violating our patents and see what we could make of that, and (2) Find a use for all the empty reactors in the research facility or otherwise dispose of them. About this time Cupertino was having a wafer/die problem. I chatted with George Craford et al about using the inactive R&D reactors to solve the CA problem. Worked great, but eventually caused all material work to transition back to St Louis.

The following year George MacLeod approached me again. This time he wanted me to consider relocating to Japan to represent Silicon. I was unable to do so for personal reasons. Bill Otsuka and family went instead. Ray Brown then asked me to go and take over Bill's place at Bubb Road. I obliged and had product responsibility for MAN1, MAN2, MAN10, the "Pulsar" watch display and some modules. Shortly thereafter I was given responsibility for all display products including calculator displays. This was the case until Haskell Waddell and help from St. Louis HQ arrived.

In 1976 as a result of the reshuffle I was reassigned as Central Region Sales Manager alongside John Beach, a fortuitous marriage. John's customer knowledge and my knowledge of factory and costs gave us a significant edge over the other regions.

At the end of 1977 Waddell approached me about moving to Belgium to prepare the European Opto operation for sale to a then unknown party (GI). The European entity had to be disengaged from Monsanto facilities in Ghent and set up in external rented facilities. It had to be a stand-alone operation while continuing to grow the business with no loss of any key personnel. The staff in Europe did a sterling job during my 20-month tenure. Relocated; doubled revenues; kept all staff.

I returned to CA for GI with a promise from DaSilva that went unfulfilled. So I resigned and joined Reticon, an image sensor and solid-state camera manufacturer in 1981 as Director of Marketing. Became President in 1987

and left in 1993. I consulted to various senior management teams from then until 1997, at which time I became minority partner in Genesis.

Early in 1999 I bought a 42' sailboat and a partially finished property in the US Virgin Islands and moved there in the spring of 2000 marking the start of my career as a designer/builder. By the end of 2004 the boat was sold and the lower storage area under the main house converted into a 1 bed 1 bath apartment complete with decks and walkways; A pool was added 12' from the South side of the house with deck between; parking and driveways were added; the area under the pool deck was built out to be a studio apartment; 3 garden areas developed and irrigated. In 2005 I sub-divided the St John, VI property and designed a second house, including a separate 1 bed 1 bath rental apartment for this subdivided land. During the next 4 years, I was a hands-on building this property from the ground up. Licensed tradesmen pulled all the permits and inspection requests needed for the work, which I was then personally able to perform. Being on a 30 degree slope of solid rock presented a lot of challenges, but perhaps the greater challenge was the huge rise in material costs because of the Chinese and Indian building boom. Lastly, the pool and the terraced gardens were completed, and I had worked myself out of a job.

The 4 rental units above are occupied with long-term renters; the pools and gardens have paid caregivers; and I am now casting about for my next career move. Any ideas??



Alex Findlay (*Then*)



Alex Findlay (*Now*)