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Craig Petku · 3rd

Principal Engineer at indie Semiconductor

- indie Semiconductor
- Lawrence Technological University

Clarkston, Michigan, United States · Contact info

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About

My career focus is leading teams to develop embedded systems using ARM microprocessors

• Provide technical leadership to hardware and soiftware developers

• Design and debug ARM architectures for XM, Sirius, Worlspace and Portable HD Products, ASICS

• Develop drivers/API's to integrate products with SDK's (Windows, ultron & Linux) for initial proveout

• Processor experience: Telechips TCC770, AMS 3524, AMS3530, NXP PNX0103, OMAP/TMS470, Atmel AVR series Freescale i.MX 5X Series, Freescale i.MX6X, Arm Coretex M0

• Work with ODM's CM's and vendors to bring projects to fruition

• Support RFI and RFQ processes

• Develop validation test strategies

Specialties: • Experienced in all phases of product development from ideation through manufacturing

• Embedded design and initial SDK integration

Activity

349 followers

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Experience

Principal Engineer
indie Semiconductor · Full-time
Apr 2021 - Present · 3 yrs 9 mos
Metro Detroit

Manager: Systems Engineering at Aptive
Aptiv · Full-time
Dec 2017 - Apr 2021 · 3 yrs 5 mos
Auburn Hills, MI

Aptiv (NYSE:APTV) emerged on December 5, 2017 from the completion of Delphi's spin-off of its powertrain segment, which is now trading as Delphi...

Delphi Data Connectivity US LLC
2 yrs 11 mos
Auburn Hills

Manager: Systems Engineering
Jan 2016 - Dec 2017 · 2 yrs

Established a formal Systems Engineering organization to as part of a reorganization of the previous PTL organization.
Adopted commercial requirements management tools for USB connectivity module product line.
Established expertise within the new S.E. organization for certifying Apple Carplay based systems
Develop white papers on ASIC capabilities and performance characteristics to support engaging new customers
Traveled internationally to demonstrate technologies and support quoting/winning new business.
Analyzed USB-IF compliance issues and coordinate corrective actions for engineering and suppliers
Analyzed field returns to establish root cause and develop product troubleshooting capabilities of quality and systems engineers.

Manager: Advanced Product Development
Feb 2015 - Jan 2016 · 1 yr

Established relationships between the newly formed Delphi Data Connectivity US LLC organization and Delphi Electronic Technical Center Shanghai ADP group for developing new technologies.
Selected new technologies to be pursued for connectivity modules.(e.g., "Type C", NFC, USB Power Delivery).
Developed and integrated software drivers and application features for new connectivity module technologies into Linux based demonstration platforms.
Developed and demonstrated advanced software features including firmware based "Type C" support using existing ASIC features not originally specified for this purpose.

Chief Engineer
Unwired Technology
Mar 2011 - Feb 2015 · 4 yrs
Auburn Hills

Established a Software Engineering Group for developing new products
Established relationships with contract manufacturers
Developed Android and DVD based Rear Seat Entertainment platforms
Developed IR Headphones based upon custom ASIC's with ARM M0 Cores
Developed And Patented Custom USB Dual Role HUB ASIC to support Apple CarPlay
Managed both the Software and Electrical Engineering Groups

Delphi
5 yrs 7 mos

Platform Architect - Graphics Processors
Jan 2010 - Mar 2011 · 1 yr 3 mos

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Provide leadership to project teams in the development of Freescale i.MX 5x / 6X based instrument clusters

• Develop and execute an implementation strategy for delivering Delphi's first Form Factor Linux based IPC in under five months (PowerPoint Concept to Demonstrable Linux IPC).

• Provide technical leadership to systems engineers in the areas of MOST-50 development and programming / debugging Linux based products

• Provide technical leadership to Software engineers implementing and debuging Linux BSP's and drivers

• Develop electrical design engineers to transition from designing around NEC V850 Microcontrollers to Advanced ARM Archetectures

Electrical Design Manager
Jan 2008 - Jun 2010 · 2 yrs 6 mos

Provide leadership to project focused teams in the development of WorldSpace products

• Provide program management leadership working with outside suippliers to coordinate design change activities

• Provide technical leadership to systems engineers to develop test plans and manufacturing strategies

• Provide technical leadership to Software engineers to develop test strategies

• Provide technical leadership to Software engineers to identify driver related design oversights and provide corrective actions

• Develop Junior electrical design engineers to become lead engineers on programs

Sr. Electrical Engineer
Sep 2005 - Dec 2007 · 2 yrs 4 mos

Delphi Corporation Troy, MI

Senior Design Engineer
• Design and release for production the SkyFi3 XM portable satellite radio / audio player
• Design and debug ARM9 architectures for XM, Sirius, Worlspace and Portable HD Products
o Processors: Telechips TCC770, AMS 3524, NXP PNX0103, Atmel AVR series
• Develop drivers/API's to integrate products (above) with vendor SDK's for initial proveout
• Expand design capabilities in the CE engineering department by mentoring colleages
• Work with ODM's CM's and vendors to bring projects to fruition

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Education

Lawrence Technological University
MBA
1998 - 2002

5/02 Lawrence Technological University
Master of Business Administration Graduated with Distinction

Lawrence Technological University
BSEE
1990 - 1994

8/94 Lawrence Technological University
Bachelor of Science, Electrical Engineering... ...see more

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Skills

Embedded Systems

Endorsed by Niyant Patel and 2 others who are highly skilled at this

Endorsed by 2 colleagues at Ford Motor Company

15 endorsements

Electronics

Endorsed by Christopher Thibodeau and 2 others who are highly skilled at this

Endorsed by 2 colleagues at Delphi

17 endorsements

Show all 19 skills →

Recommendations

Received Given

William O. · 3rd
HIL Test Engineer at Aptiv
February 17, 2008, William worked with Craig on the same team

Craig is a genius with computers and electronics. What more needs to be said?

Christopher Thibodeau · 3rd
President & CEO at Dynamic Map Platform - North America (formerly Ushr, Inc.)
October 13, 2007, Christopher managed Craig directly

Craig is a detailed oriented engineer who can design and develop virtually any electronic technolgy. Craig was often counted on to provide detailed analysis of extremely difficult problems associated with embedded design. Not only are Craig's technical skills among the best I have seen, he is well suited for a technical management roll if he chooses to do so.

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Languages

English

Interests

Companies Groups Schools

Delphi
338,620 followers
+ Follow

Lawrence Technological University
44,697 followers
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Partner, Jones Day, International Arbitration Practice
Connect

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People you may know
From Craig's job title

David Mulvihill
Principal Engineer at Intel Corporation
Connect

Alan Olsen
Software Engineer Manager
Connect

Laron Swapp
Software Engineering Team Leader at Garmin International
Connect

Salman Ahmad
Senior Director of Engineering, Product Assurance and Security, at Intel Corporation
Connect

Robert Chan
(Retired) Engineering Manager at Intel Corporation
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