

【系學會全新企劃 X 誰來晚餐】

文／范瑀真

吳銘雄 — 驚奇有趣才是人生！

吳銘雄會長小檔案

學歷

- 國立交通大學計算機科學系學士（67 級）
- 國立陽明交通大學 EMBA 就學中（22E）

現職

- 彥陽科技股份有限公司董事長兼執行長
- 酪陽實業股份有限公司董事長
- 交大思源基金會監察人

經歷

- 國立陽明交通大學傑出校友（民國 110 年）
- 宏碁電腦業務課長（民國 70 - 75 年）
- Intel 零件部業務經理（民國 75 - 77 年）
- AMD 業務經理（民國 77 - 78 年）
- 新陽電子董事長（民國 78 - 84 年）
- 交大北區校友會理事長（民國 100 - 102 年）
- 國立交通大學資工系傑出系友（民國 107 年）

109 年 11 月 12 日傍晚時分，一場世代對話的盛宴在工三館拉開帷幕。由資工系系學會主辦，《系學會全新企劃 x 誰來晚餐》邀請了計算機科學系 67 級系友學長吳銘雄回娘家，與系所師長、大學部學生餐敘。學長大方贊助當晚的美食美酒，佳餚當前賓主盡歡，老中青三代同聚一

堂，聊求學、創業，聊生活之道。

什麼？怎麼聽起來又是千篇一律的人生勝利組傳記？別急，吳銘雄可能跟你想的很不一樣。在延畢尚未流行的民國 60 年代，他因擋修淪為「延畢先驅」；事業如日中天時毅然放棄外商的高薪並自行創業，卻因過度擴張而破產，而後在兩個月內捲土重來；好飲美酒還不夠，更喝出傲人的洋酒代理副業，憑的全是一股「喜歡」的熱情。

給唸書唸得很痛苦的你、想創業的你、對未來迷茫的你。跟學長走過這數十載跌宕，總有某一瞬的念頭或智慧，能為你年輕的靈魂熨貼騷動。

成績吊車尾，人脈通八方的「延畢先驅」

「我是我們班最後一名，但前三名遇到戀愛問題時，都會來找我當顧問。」吳銘雄是超級業務，三句話內便抓住眾人目光，惹得全場哄堂大笑。大學期間，他發現自己和生硬的教科書緣分淺薄，再怎麼埋頭苦唸，成績單上仍看不見前方同學的車尾燈。樂天派的吳銘雄並不因此沮喪，

他知道書唸不好，自己還有更多面向的天賦值得耕耘。他體格壯碩，是個天生的運動好手，雙棲游泳隊、田徑隊之外，也常支援籃球比賽。

吳銘雄總是洋溢著熱情和活力，他的身邊不乏許多好朋友。有趣的是，其中有許多朋友，是因延畢而結識。因為微積分擋修工數、物理又沒修過，吳銘雄唸到大五才畢業。「我大五時才跟大一新生一起修物理，結果因此認識了前後七、八屆學長學弟。」如今各班都有自己的 LINE 群組，吳銘雄笑說，自己同時在好幾個群組裡面，甚至 67 級、68 級的畢業紀念冊裡，都有他的名字，其人緣之好不在話下。

台下的學生向吳銘雄請益，要如何才能廣結善緣？學長不假思索地答，「待人誠懇，你會遇到很多人來跟你一起走。」作為一個從大學時代就「不務正業」的資工人，這個信念一直支撐著他，乃至後來創業，即便曾經顛簸，也始終有貴人和朋友不離棄。

超級業務員創業慘賠 2000 萬，東山再起彥陽高照

從大三起吳銘雄確立方向，比起當工程師或教授，他更喜歡接觸人、在與人的互動中實現工作價值。「所以我修了很多商管的課，我想做生意。」民國 70 年，他進入宏碁電腦，做到業務課長，開啟了他的超級業務員之路。他先後在 Intel、AMD 擔任業務經理，從頭開始了解電腦設備、IC 零組件的產品、市場和通路關係。

民國 78 年吳銘雄帶著滿滿信心創辦新陽電子，初期氣勢鼎盛，讓他野心高漲，過度擴張產品線和營業據點。「我資本額 2000 萬，後來遇到被倒了 2000 多萬，財務缺口補不上，就破產了。」新陽電子於民國 84 年結束營業後，他用兩個月的時間釐清錯誤、重新擬定策略，選擇自己熟悉的 IC 零組件代理東山再起，創辦彥陽科技。

成立至今逾 25 年，彥陽科技多次獲得 Qorvo、Chrontel 年度最佳代理商，更是同行產品市佔率第一名，資本額也從創立時的 500 萬元台幣，累積到今天資本額 4 億 2 千 4 百多萬元，年營業額約 38 億元。吳銘雄很感激，在負債那段痛苦難熬的期間，有兩位朋友不斷給予精神和實

質上的幫助，讓他能夠從低谷中爬起。

愛喝能喝，喝出自己的美酒事業

「葡萄酒的世界是五彩繽紛的世界，就像看萬花筒，隨時都會發現美麗與驚喜。」這是酪陽實業的座右銘，也是吳銘雄的人生哲學。一如羅丹所說，世界從不缺少美，而是缺少發現美的眼睛，他好飲美酒，不甘於台灣葡萄酒價格高昂難親近，索性親自飛到加州的 Napa Valley，和酒莊老闆商洽代理。

「老闆看我也不懂酒，問說為什麼要讓我做？我告訴他，自己做了 30 年的零組件代理，一年可以做一億美金的營業額，老闆聽完都傻住了。」當然，除了數字會說話，吳銘雄還有他一貫的誠摯與熱情，把酒言歡過三巡，一樁美事便在明媚的葡萄莊園發生。

吳銘雄找來 67 級同班同學「酒博士」任俊，協助打理酪陽的業務。一幫好友將興趣和工作以美妙的比例調合，如今代理事業成熟，多款品牌在酪陽的耕耘下，在台灣賣到世界第一的銷售額；酪陽不僅賣酒，更提供品酒會所、品酒課程，也定期舉辦餐酒會，讓各路酒國英雄交杯交心。對吳銘雄而言，生命何其短暫，更應該浪費在美好的事物上。

出錢出力，積極回饋交大，與學弟妹分享人生經驗

活動的尾聲，學弟好奇地問學長，接下來的人生還有想「為自己」做的事嗎？吳銘雄聽了莞爾笑道，自己過了花甲，已什麼都不缺。如今身上背負的不只是「自己」，而是更大的責任：公司的員工、股東、甚至這個社會，他眼裡看到的，是企業家的責任與胸襟。

「還有 交大人特別愛校，趁著還能夠做的時候，我想努力回饋自己的母系，盡力幫助學弟妹。」吳銘雄多年捐助資工系和電工系清寒學生獎學金，並且多次在校本部和台北校區和同學分享人生經驗。這一次，他為系學會的新企劃吹響第一聲號角，和大夥共度一個愉快、饒富溫度的夜晚。期待下一場晚餐暢敘，我們和學長姐相約再見！



<New Project of the Student Association X Guess Who's Coming to Dinner>

Mayor Wu – Make Your Life More Interesting and Exciting!

Chief executive Mayor Wu ←

► **Education:**

- BA Computer Science, NCTU(67)
- EMBA program, NYCU (22E)

► **Employment**

- Chief executive of Promaster Technology Corporation (now)
- President of Prowine Co. Ltd. (now)
- Supervisor of Spring Foundation of NCTU (now)

► **Experience**

- Outstanding alumni of NYCU (2021)
- Section Manager of Acer Inc. (1981-1986)
- Sales Manager of Intel Corporation (1986-1988)
- Sales Manager of Advanced Micro Devices, Inc (1988-1989)
- President of Xinyang Electronics (1989-1995)
- Chairman of BEIYOU (Alumni Association), NCTU (2011-2013)
- Outstanding alumni of Computer Science department, NCTU (2018)

What? Why does it sound like a stereotypical story of the whole package? Don't be hasty. Mayor Wu may be very different from what you think. In the 1960s, when deferred graduation was not a popular option for students, he was a "pioneer" of it because he didn't complete some prerequisite courses prior to his required courses. In addition, he gave up a high-paying job in foreign company and started his own business; however, he went bankrupt due to excessive expansion, and two months later, he made a remarkable comeback. He enjoys drinking fine wine; moreover, because of a passion of "I like it", he has built up an outstanding wine broker business.

To you, struggling in studying, hoping to start a business, or confused about the future. After decades of ups and downs, a momentary thought or wisdom from Mr. Wu may soothe your young soul.

The last in the class, but a well-connected "pioneer of deferred graduation".

"I was the last in our class, but the top three students always came to me as a consultant when they had problems with relationships." Mayor Wu is a super salesman. He caught everyone's attention in three sentences, causing the audience to burst into laughter. When he was in college, he discovered that textbooks don't like him. No matter how hard he studied, he still couldn't glimpse the "rear lights" of his classmates in front of him on the transcript. The optimistic Mayor Wu was not depressed. He knew that he didn't study well, but he had other gifts. He is strong and a natural athlete playing for the amphibious swimming team and

In the evening of November 12, 2020, a feast of cross-generation conversation was held in the Engineering Bldg 3. Hosted by the student association of Department of Computer Science, this event, "New project of the student association X Guess Who's Coming to Dinner", invited Mayor Wu, an alumnus of Department of Computer Science, to have a dinner with faculty and undergraduate students of the department. Mr. Wu generously sponsored the food and wine in the feast, and everyone enjoyed their meals very much. Three generations of old, middle-aged and young people gathered together to talk about studying at school, starting a business, and the way of life.



the track and field team, as well as basketball games.

Mayor Wu is always full of enthusiasm and vitality. There are always many good friends around him. Interestingly, many of them met because of deferred graduation. Because of failing calculus and physics, Mayor Wu did not graduate until his fifth year. "I took physics with the freshman in my fifth year, and as a result, I met students that were seven or eight year younger." Nowadays each class has its own LINE group. Mayor Wu smiled and said that he is in several groups. Moreover, his name is even in the graduation memory books (67 and 68). There is no doubt that he is so popular.

The students asked Mayor Wu, how to build good connections? Mr. Wu replied without hesitation: "Treat people sincerely, and a lot of people you met will come with you." Mr. Wu always keeps this belief since being a CS person who "failed to perform a job duty" in college. There are some friends that have been there through his best and worst time of his career.

Super salesman has NT\$ 20 million in debt while running a business.

Making a remarkable comeback, Promaster Technology Corporation is flourishing.

Since junior year, Mayor Wu has confirmed his direction. Instead of being an engineer or a professor, he prefers to contact people and fulfill work values by interacting with one another. "So I took a lot of business management courses. I want to start a business." In 1980, he worked in Acer Inc. as a head of the business section, which led the way of a super salesman. He served as sales manager in Intel and AMD successively; from the beginning, he explored the relationship between product, market and channel in computer equipment and IC components.

In 1989, Mayor Wu founded Xinyang Electronics with full confidence. In the beginning, he was so ambitious that he excessively expanded product lines and business bases. Wu said, "My capital was NT\$ 20 million. Later, I lost more than NT\$ 20 million. With the unfilled financial gap, I went bankrupt." After Xinyang Electronics ceased operations in 1995, he has spent two months clarifying the mistakes, recreating strategy, and choosing the IC components broker business that he is familiar with to establish Promaster Technology Corporation.

Since its founding 25 years ago, Promaster Technology Corporation has won the best broker of the year awards of Qorvo and Chrontel several times with the largest market share in an industry. The capital has also increased from NT\$ 5 million at the time of establishment to more than NT\$ 424 million today, with an annual sales revenue about NT\$3.8 billion. Mayor Wu is very grateful. During the tough financial times, two friends continued to provide spiritual care and substantial support so that he could come out of the valley.

From enjoy drinking to his own wine business

"The world of wine is a colorful world. When you look into a kaleidoscope, you see something amazing and beautiful." This is the motto of Prowine Co. Ltd. and the philosophy of life of Mayor Wu. As Rodin said, "The world is not lack of beauty, but a lack of eyes to find beauty." He enjoyed drinking wine and was unwilling to accept the expensive wines in Taiwan. Therefore, he flew to Napa Valley in California and negotiated with the owner of the winery.

"The owner found that I was unfamiliar with wine, and asked me why he should partner with me. I told him that I had been in an IC component broker business for 30 years with a turnover of 100 million US dollars a year. The owner is numb with shock after hearing what I said." Of course, besides numbers, Mayor Wu, with his usual sincerity and enthusiasm, drank and chatted merrily with the wine owner, thereby something beautiful happened in the bright vineyard.

Mayor Wu recruited "Dr. Wine", Jun Ren, his former classmate, to help take care of Prowine's business. A group of friends strikes the right balance between interests and work. Nowadays the broker business is mature. Many brands are sold in Taiwan with the world's largest sales under the hard work of Prowine. Prowine not only sells wine, but also provides wine tasting club, wine tasting courses, and regular food and wine parties, so that the wine enthusiasts from different places can meet each other. For Mayor Wu, life is short, so it should be spent on beautiful things.

Keep supporting for his alma mater and share life experience with young students

At the end of the feast, students asked Mr. Wu out of curiosity, "is there anything else he would like to do "for himself" in the rest of his life?" Mayor Wu smiled and said that after he had passed his sixties, he had lack of nothing. Now he does not carry only "himself" but also a greater responsibility, such as the company's employees, the shareholders, and even the society. What he sees in his eyes is the responsibility and generosity as an entrepreneur.

"Also... the people of NCTU love the school very much. While I am still in my position, I want to try my best to give back to my alma mater and support young students." Mayor Wu has donated underprivileged students' scholarship to the department of Computer Science and the department of Electrical Engineering for many years, and shared his life experience with students several times in Guangfu Campus and in Taipei campus. This time, he is the first one to blow the horn for the new project of the student association, and spent a pleasant warm night with everyone. Looking forward to the next dinner, we will be able to gather again with our alumni.