

## Talent and Leadership in the Digital Economy



E. Demircan  
Sr Manager Advocacy and Public Policy  
SEMI Europe, Brussels, Belgium



### Biography

Emir Demircan, Sr Manager Advocacy and Public Policy at SEMI, is a professional in government affairs. At SEMI, he is responsible for leading EU advocacy initiatives and coordinating relations with the EU. Before joining SEMI, he worked at other advanced manufacturing-related associations in Brussels, the European Commission and Sun Chemical. He has a background in international political economy.

## Managing Talent in a VUCA world to make materials engineering possible



J. Robson  
Regional General Manager Applied Materials  
Europe  
Applied Materials, Alzenau, Germany



### Abstract

Our world today can be seen as Volatile, Uncertain, Complex and sometime Ambiguous. We call this VUCA. Sourcing, Developing and Retaining Talent in this VUCA world requires a long term and sustained commitment to the employees base , solid training plans, growth possibilities and a clearly understood company vision. At the same time we have to be able to adapt to what high potential talents expect from us. It is an exciting time to be working in the semiconductor industry but all of us are competing for a talent pool who are placing increasingly more emphasis on what their employer can do for them v's what they can do for the employer.

At Applied Materials , our innovations make possible the technology shaping the future. Almost every semiconductor or flat panel display in the world today has been manufactured with the help of equipment from Applied Materials. Our mission is to lead the world with materials engineering solutions that enable customers to transform possibilities into reality. In this talk we will provide a brief outline of what Applied Materials is doing to strengthen its talent and leadership capabilities in Europe and across the globe in preparation of the next big wave of semiconductor and display growth from artificial intelligence and autonomous driving.

### Biography

James Robson is a corporate vice president and regional general manager of Applied Materials in Europe for the Global Field Group. He is responsible for European customer accounts and achieving operational efficiencies across all segments and support functions. In this role, he chairs the European Regional Council to ensure the company has the correct talent and a competitive infrastructure in the regions to support Applied's strategy. He also serves as co-legal managing director for the company's site in Alzenau, Germany.

Mr. Robson first joined Applied Materials in April 1989 as a process engineer in Etch and has held a

variety of positions in engineering, sales, marketing and management across the business units, including general manager of European Crystalline Silicon Solar Products; vice president of global sales for the Energy and Environmental Solutions group; and general manager of the Glass and Web divisions. He also was vice president and strategic account general manager for Infineon / Qimonda and European Regional Accounts.

Prior to joining Applied Materials, Mr. Robson served as a line process engineer at Siemens Microelectronics in Regensburg, Germany and at General Instruments in Scotland.

Mr. Robson received an honors bachelor of science degree in electrical and electronic engineering from the University of Edinburgh.

## International talent at imec



C. Beenders  
Talent Acquisition Manager  
Imec, HR, Leuven, Belgium



### Abstract

In this presentation, we will focus on two main topics:

1. About imec: expertise, people and culture
2. How imec tries to tackle the workforce challenges in the global digital economy of today,

### Biography

In 2007, Chris graduated as a master in Political Science at the Catholic University of Leuven. One year later she received her second master degree in Human Resource Management at the University Antwerp Management School. Chris started her professional career as a recruiting consultant where she headhunted for different companies. After 3 years, she moved towards internal recruiting at Cegeka Belgium, a European IT consultancy company. Here, she was promoted to Talent Acquisition Manager after two years. In this role she introduced an innovative recruitment strategy and successfully led the recruitment team. One of her main achievements was the foundation of the Cegeka school, where non-IT profiles are being trained to work in the business of Cegeka. In 2017, Chris took on a new challenge as a Talent Acquisition manager at imec Belgium, where her team is responsible for over 350 hires per year on average. She ensures Imec's growth in a candidate driven labor market by defining a pioneering recruitment strategy and innovative employer branding activities.

## Attract – Engage – Develop. How Cultural Change Influences Talent Management



H. Schoder  
Vice President Human Resources  
X-FAB Group, Erfurt, Germany



### Abstract

To find and attract the right talent is a key factor for all Semiconductor Companies worldwide. As soon as a new employee was found and enters the company it is essential to develop the skills and personality to increase performance and initiate a sustainable engagement of the individual. People are the essential factor for all semiconductor companies and with the shortage of qualified staff in the future people will become even more a success factor.

To be prepared for the future people challenges companies need to change their culture, which means people within the companies should be ready to take their own responsibility to make things different. Since 2014 X-FAB has been undergoing a global cultural change process and to share some of the ideas, programs and results as an inspiration to think about the future challenges is the content of that presentation.

### Biography

Henryk Schoder, X-FAB's global VP HR, was born and raised in the Thuringian town of Jena, where he also completed his Masters in Psychology. Prior to joining X-FAB in January 2014, Henryk worked as HR Manager at Infineon's Dresden site, as Recruitment Consultant in Brighton (UK), Singapore and Dubai as well as HR and IT Manager for Masdar PV.

## Exploring a digital future: Where academia and industry meet (2019 SEMI Member Forum, Bristol, UK)



M. Czerniak  
Environmental Solutions Business development  
Manager, Edwards  
Edwards, Semiconductor, Clevedon, United  
Kingdom



### Abstract

We live in a rapidly changing world and we are faced with important global and local challenges; from climate change and global warming to resilient cities and sustainable communities, future solutions will require innovative thinking and approaches but also strong partnerships between academia and industry.

The Nanoelectronics Industry is already exploring the future, enabling almost every modern technology: Artificial Intelligence (AI), Deep Learning, Autonomous Vehicles, Space, Supercomputers, the Internet and the Cloud, Wearables and so on. They are all enabled by state-of-the-art electronic components and systems.

Two examples are remotely operated vehicles (ROV) used in marine research into microplastic pollution, and satellite imagery combined with supercomputers used to track climate change and influence policy-makers.

Designing and manufacturing electronics use many fields of technology: Physics, Chemistry, Engineering, Computing, Data, Operational Research etc.

This will be a 2-day workshop for students to find out more about the exciting opportunities the nanoelectronics and digital industry in Europe and around the world, including a face-to-face recruitment café with representatives from leading industry players.

### Biography

Mike gained his PhD in Electrical Engineering at Manchester University (UK) in 1982. Starting his professional career with Philips, initially in their UK R+D labs & subsequently in the fab in Nijmegen, Holland. He had subsequent marketing roles at UK-based OEMs Cambridge Instruments, VSW and VG Semicon before joining Edwards 21 years ago. He has held various technical and marketing positions before beginning his current role 2 years ago.

Mike has numerous published articles and patents to his name, co-chairs 2 SEMI standards committees, participates in the IRDS, is a UK PFC “expert” on the UN IPCC (Intergovernmental Panel on Climate Change, and now is a lead author) and has authored the chapter on Vacuum and Environmental issues in the Handbook of Semiconductor Manufacturing (2nd edition). He has been a Visiting Industrial Professor in the School of Chemistry at the University of Bristol since September 2017.

Mike has been married for 39 years and has 2 grown-up children.



C. Melvin  
Senior Manager, Sales and Marketing  
SEMI Europe, Berlin, Germany



### Biography

Cassandra Melvin received her BS in Business Management and Neuropsychology at Rensselaer Polytechnic Institute and is Senior Manager, Sales and Marketing at SEMI Europe. For the nine years prior to joining SEMI, she held the position Global Product Manager at Atotech Deutschland GmbH, where she was responsible for managing several hundred electroplating chemistry products in its Semiconductor and

Functional Electronic Coatings division.

She began her career at the SUNY Polytechnic Institute (formerly the College of Nanoscale Science and Engineering) as a Business Manager focused on technical programs for semiconductor chemistry and equipment manufacturers. She also held various project and program management roles in clean room operations and IT at SUNY.

Cassandra's written work has been published in leading technical magazines and presented at key conferences globally. As an advocate for diversity and inclusion, she is actively involved in SEMI's efforts to promote diversity within the semiconductor industry.

## Chombar Françoise



F. Chombar  
CEO  
Melexis, Tessenderlo, Belgium



### Biography

Françoise Chombar is CEO and co-founder of Melexis. She has held executive positions with a number of tech companies. Ms Chombar is currently member of the Board of Umicore, a global materials technology and recycling group.

She is equally president of the STEM platform, an advisory board to the Flemish government, aiming to encourage young people to pursue a Science, Technology, Engineering or Mathematics education. She was a mentor to the SOFIA Women's Network for 17 years, a coaching, networking and educational program for women active in the profit sector.

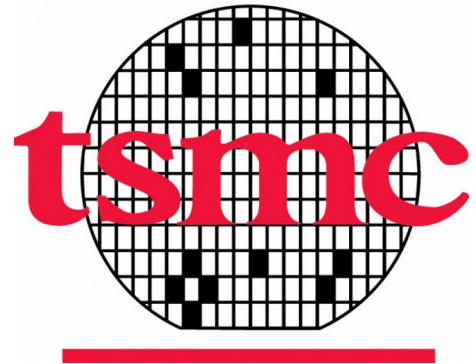
Françoise Chombar's long-term commitment to actively advocating more STEM and more gender balance is driven by the profound belief in their positive societal impact.

She was the 2016 recipient of the Vlerick Award and the 2018 recipient of the Global Prize for Women Entrepreneurs of BNP Paribas and ICT-Personality of the Year by Datanews. Most recently she has been granted a Science Fellowship at the VUB.

## Marced Maria



M. Marced  
President  
TSMC Europe, Amsterdam, Netherlands



### Biography

Mrs. Maria Marced is President of TSMC Europe, with responsibility for driving the development, strategy and management of TSMC's business in Europe, Middle East and Africa.

Before joining TSMC, Maria was Senior Vice President of Sales and Marketing at NXP /Philips Semiconductors.

She also served as Philips' General Manager of the Connected Multimedia Solutions Business Unit overseeing semiconductor solutions for Connected Consumer applications.

Dr Marced spent over 19 years at Intel where she developed her professional career rising to become Vice President and General Manager responsible for Europe, Middle East and Africa region.

Maria Marced holds a PhD in Telecommunications Engineering at Universidad Politecnica de Madrid, Spain.



## Sabine Nitzsche



S. Nitzsche  
CFO Europe  
GLOBALFOUNDRIES Management Services LLC &  
Co. KG, Finance Management, Dresden, Germany



### Biography

Sabine Nitzsche is CFO Europe of GLOBALFOUNDRIES and located in Dresden, Germany.

Prior to joining GLOBALFOUNDRIES in 2011, Sabine Nitzsche held various management positions at Infineon Technologies AG (1994-2001), before joining the Advanced Mask Technology Center Dresden (AMTC) in 2003 as Director Business Administration where she was in charge of all finance-related topics as well as Human Resources, IT and Facility Management.

Sabine Nitzsche graduated with a Degree in Business Studies.