



**Dr. Tsugio Makimoto**

**President of Technovision Consulting, Former Corporate Advisor to Sony Corporation  
Technovison**

Dr. Makimoto was a Corporate Advisor of Sony Corporation in charge of semiconductor technology until 2005. After retiring from Sony, he is directing his own consulting office Technovison as President.

He received his BS/Applied Physics from the University of Tokyo in 1959, MS/EE from Stanford University in 1966, and Ph.D. from the University of Tokyo in 1971. He was nominated an IEEE FELLOW in 1997.

From 1959 to 2000, he was with Hitachi Ltd. and assumed various positions including Senior Executive Managing Director in 1997 and Corporate Chief Technologist in 1998. Then he joined Sony as Corporate Senior Executive Vice President in 2000 and assumed the previous position of Corporate Advisor in 2001.

In the late 1980s, he discovered the cyclical nature of semiconductor industry which alternates directions between customization and standardization. This cycle was later named as “Makimoto’s Wave” by the Electronics Weekly in UK in 1991. He was awarded Bellwether Award by Semico Research in 2003 for his vision, leadership, and outstanding contributions to the semiconductor industry.

He was International Advisory Panel of National Science and Technology Board of Singapore (99-00), Chairman of Japan Institute of Electronics Packaging (03-05), Member of Industry Advisory Board of UC/Berkeley (EE/CS) (03-06), and Board of Director of Chartered Semiconductor Manufacturing (99-08). He is currently Chairman of PDF Solutions Japan, Board of Director of Elpida Memory, and Chairman of Society of Semiconductor Industry Seniors.

He wrote “Living with the Chip” in 1995 and “Digital Nomad” in 1997 jointly with David Manners.

