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Raising the Bar on Semiconductor R&D Management, Execution & ROI

With the arrival of 45nm technology and its accompanying costs, formerly stalwart semiconductor companies opted out of owning fabs, as did all but a handful of global powerhouses and mega-foundries. Established and newly minted fabless companies developing system-on-chip IC's must now excel to a whole new level of managing new product development--because it has become their primary source of operational advantage. A major shakeout is inevitable, as demands will overwhelm all but the best. Daunting challenges lie ahead, including managing development teams comprising hundreds of engineers across multiple sites; integrating complex logic, IP cores, analog & mixed-signal circuitry, and embedded/platform software to meet exceedingly tight market windows; creating development processes that afford real-time decision-making; rapid redeployment of resources; and managing development portfolios across myriad dimensions including resource allocation, schedule predictability, technical requirements, and market risk mitigation. This talk focuses on how leading semiconductor companies will tackle these and other enormous challenges that lie ahead.

Speech written in collaboration with:

PRTM Management Consultants GmbH