

**Keynote III
(Banquet Speech)**

Electronic Industry on Fire: How to survive and thrive

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Aart de Geus is Chairman and CEO of Synopsys, Inc. Since co-founding the company in 1986, Dr. de Geus (pronounced d' JEE us) has expanded Synopsys from a start-up synthesis enterprise to an electronic design automation (EDA) industry leader.

A Fellow of the Institute of Electrical and Electronics Engineers (IEEE), Dr. de Geus holds an MSEE (1978) from the Swiss Federal Institute of Technology and a Ph.D. in electrical engineering (1985) from Southern Methodist University. He is the third recipient ever to receive the IEEE Circuits and Systems (CAS) Society Industrial Pioneer Award. In 2001, Tsinghua University in Beijing granted Dr. de Geus the title of Guest Professor, an honor that places him in the company of Nobel Prize laureates, scholars and visionaries in the technical community. With 25 published papers on logic synthesis, simulation, timing, test, and interconnect delay, Dr. de Geus is a sought-after speaker for electronics and business audiences.

Abstract

With changes in technology, end markets, and financial markets, the electronics industry has experienced a dramatic downturn over the last year. Many companies will not survive. Those that do will focus on their core competencies, not tangential skills that may not be their area of strength. Successful electronics companies will also take steps to reduce uncertainty in the design of integrated circuits. In his keynote, Dr. Aart de Geus will outline some of the steps that designers can take to ensure the ultimate success of their designs and to help their companies survive and thrive.

