

# Communication is key

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# Introduction

Analog Devices, Inc. is a semiconductor manufacturer with a market cap near \$30B

ADI makes converters (A/D and D/A), amplifiers, MEMS, power management, etc.

- using foundries and internal fabs

I'm in ADI's CAD Development group

- Adice: internal circuit simulator

# Perspective on 21<sup>st</sup> century Electronics

## SENSORS

- for the Internet of Things
- for self-driving cars

The real world is analog.

Low-power is crucial for remote sensors.

# A Reimagined Technology Landscape

ADI has increased emphasis on systems and higher integration.

- $A \rightarrow A+d \rightarrow a+D \rightarrow (\text{sensors}+a+D+RF)$

For industry needs, university education should not focus too narrowly.

- Conflict with specialization of PhD thesis

# An ideal candidate

Solid background is important

Ability to learn is also important

But ...

# An ideal candidate

Solid background is important

Ability to learn is also important

But neither of these matter if the candidate can't communicate effectively!

# Communication

Don't give the customers what they ask for,  
give them what they need!

Important to see beyond the current request  
and understand the customer's problem.

# Communication

Group projects can help with communication

NEEDS had some cooperation

Are there other ways the university can teach this?