

The RIT impact

Ken Way

Head of WW Business Development and Sales, Xilinx

The RIT Microelectronic Program is world renowned for effectively preparing students to enter the semiconductor world as productive process engineers. Nearly twenty five years ago, I was lucky enough to final place with Motorola Semiconductor landing a spot on their highly coveted Engineering Rotation Program in Arizona. On the first stop of a 12-month rotation, I spent the first 3 months of my post graduate career as a Yield Enhancement Engineer in the Motorola MOS 12 Fab where I made some important findings that allowed me the privilege to present at semiconductor conference and publish a paper, a fabulous start to my career in the fab. I was then given the rare chance to spend the next 3 months in the Digital and Analog Group as a Product Marketing Engineer where I spent time creating strategies, pricing and product plans, supporting sales and working with customers. I was forever hooked, engaging with business side was very exciting for me. Over the next 24 years, I played a significant role with some of the largest deals in the industry, enjoying the feeling of victory and the awful pain of defeat. I have played roles in IPO's, LBO's, acquisitions, valuations rising and falling, and today the dawn of Artificial Intelligence where my current company has developed a game changing 7nm device capable of driving the Adaptive intelligent world. My undergraduate experience at RIT helped create a solid foundation and was a key contributor to my ability to navigate through all of these experiences. Since a successful sales process relies heavily on trust and perceived competence, my success really took off when I effectively demonstrated and leveraged the knowledge I had about the design and fabrication of IC's coupled with the RIT brand name behind it further powering my credibility.

Biography: Ken leads the Xilinx data center business development and sales team responsible for the new "Alveo" product line of accelerator cards targeting the changing workloads of the modern data center. Ken is a sales executive leader with 25 years' experience in the semiconductor and systems industries with a proven track record of winning new business worth over \$4B of lifetime revenue. Ken has successfully built and managed large-scale, global, direct sales/applications organizations, and channels that have consistently returned double digit revenue and market share growth. Ken and his teams have won the most coveted business in the industry and have been recognized by Tier1 customers and partners as "Supplier of the Year" and "Sales Team of the Year". Ken has developed a specialized skillset focused on the high growth Data Center, Cloud, Security and Telecom market segments targeting network and security manufacturers, cloud and data center operators, Fortune-5000 enterprise IT organizations, government networks and consumer product developers. Ken's executive sales management experience in the systems and semiconductor industries includes software, hardware, services and tools. Ken earned a degree in Microelectronic Engineering from the Rochester Institute of Technology, and has held senior sales leadership positions with Motorola Semiconductor, Freescale Semiconductor, Cavium, Tilera, Netronome and most recently as President and Chief Sales Officer with Napatech.