

Introductory Bio of G. Dan Hutcheson

Dan is CEO and Chairman of VLSIresearch inc. He is a recognized authority on the semiconductor industry, winning SEMI's Sales and Marketing Excellence Award¹ in 2012 for "empowering executives with tremendous strategic and tactical marketing value" through his e-letter, *The Chip Insider*®; his book *Maxims of Hi-Tech*, and his many interviews of executives.

He is thought of as "the marketing voice and expert for the industry." "Dan has methodically captured the essence of the industry and produced it in such a way for all to benefit ... He has been such an integral part of the industry for so long, it is difficult to imagine the industry without his contributions."

Dan's public work on the industry includes two articles for *Scientific American* challenging predictions of the demise of Moore's Law by demonstrating how the innate abilities of scientists to innovate have outpaced the doomsayers, and an invited article on the history and economics of Moore's Law for the *SIA*.



¹ Formerly SEMI's Bob Graham Award