

Keynote Speech: **Globalization and Innovation**

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About the Speaker



Ron is General Manager of Broadcom Taiwan Design Center & Asia Business Development since 2003, He manages Broadcom's Taiwan design center product development, and customer/business strategy/partnership in Asia.

Prior to Broadcom, Ron was the CEO/Founder of VovTel Networks in Cupertino/CA, the iSCSI solution partner of Panasonic Semiconductors, and GM/Co-Founder of Lite-On Communications in Taiwan, a top 3 Network ODM then merged with Lite-On Technology in 2000.

Before founding Lite-On Communications and VovTel, Ron held engineering management and senior design staff positions at 3Com, LAN Guys (acquired by 3Com), Allied Telesis, Chips and Technology, Philips Semiconductors and etc in Silicon Valley.

Ron received his MSEE degree from Oregon State University and BS degree from National Taiwan University, Taiwan.

Abstract

Globalization is becoming a must for IC design company to compete in the market. The customer base and support is going global, and the product is also being developed globally, collaborated among various sites of talents. With 30+ M&A all over the world for last 15 years Broadcom now has R&D teams and work force deployed all over the places and has no choice but to be global.

Although globalization becomes a strength and advantage, it also comes with many challenges. To manage and collaborate effectively through its 50 design centers all over the world is very critical for Broadcom's success in technology development and project execution.

Innovation is the main driver to enable Broadcom's 20+ product lines early to the market and to the leading position. To cultivate innovation and break the innovation barrier is the important culture Broadcom has embraced and the reason Broadcom has become a successful technology innovator.

In summary, innovation and globalization are the two critical factors in attracting, retaining and growing the world's top talents and bringing in their best value to the company. With the happening "Broadband Convergence" huge opportunity for technology innovation, the most Innovative company that effectively leverage globalization will be the most successful...