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Solutions for Enterprise Product Development

Business Session II

Solutions for Enterprise Product Development

Craig Johnson, Cadence

Abstract

We are witnessing an evolutionary change in the electronics industry. Innovation in the electronics industry was traditionally driven by IT. It is now more and more driven by consumer behavior, which is impacting the dynamics and economics of the semiconductor value chain. Value to the end user is being delivered through content and applications, while the underlying hardware experiences huge cost and time-to-market pressures. As systems market segment share consolidates to fewer players, companies are placing larger bets on their semiconductor suppliers. This may ultimately lead to accelerated consolidation within the semiconductor industry. With huge investments dependent upon flawless product delivery, the systems and semiconductor companies need design automation capabilities which address both their productivity and execution requirements. This talk will describe how EDA and taking Cadence as an example is evolving to meet these challenges which will enable customers to enjoy increased business success.

Biography



Craig Johnson Corporate Vice President, Marketing and Strategy Cadence Design Systems, Inc.

Craig Johnson is Corporate Vice President, Marketing and Strategy at Cadence, reporting to Michael J. Fister, President and CEO. In this role, Johnson is responsible for driving the company's strategic agenda, the definition of innovative products and solutions as well as for related go-to-market and business strategies.

Johnson joined Cadence in 2004 as Vice President, Strategy and Planning before he took over the Marketing organization early this year. Prior to Cadence, Johnson spent 11 years at Intel in a variety of positions. His last position there was as Director of Strategic Marketing in Intel's Enterprise Platforms Group.

Johnson holds a B.S. degree in electrical and computer engineering, as well as a Masters of Business Administration, both from Brigham Young University.

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