

Smart Manufacturing Panel Discussion

PANELISTS



KOEN DE BACKER | Vice President, Smart Manufacturing and Artificial Intelligence

Mr. De Backer is responsible for driving Micron's smart manufacturing initiatives and digital operations including capabilities with IoT, artificial intelligence, advanced analytics, cognitive computing and machine learning to enhance our business, global operations and product development.

Prior to joining Micron, Mr. De Backer led large-scale operations projects for more than a decade to help clients reduce inefficiencies and achieve excellence in manufacturing, procurement, supply chain and support functions. Most recently, Mr. De Backer was a partner at McKinsey & Company where he steered the semiconductor consulting practice in Southeast Asia and was one of the firm's leading experts on applying artificial intelligence and automation techniques across operations and support functions such as finance, human resources and procurement. Additionally, Mr. De Backer consulted with high-tech global clients while working at Deloitte Consulting, Altran Europe and CSC.

Mr. De Backer holds a master's degree in business administration from INSEAD and master's degrees in both industrial management and electromechanical engineering from Katholieke Universiteit Leuven.



ADELINE TAY | Director, Smart Manufacturing and Artificial Intelligence

Ms. Tay leads the smart manufacturing and artificial intelligence data science team that provides strategic direction to global manufacturing sites to improve operations capability and provides guidance on best known methods to achieve best-in-class manufacturing results.

Since joining Micron in 2000, Ms. Tay has served in manufacturing roles with increasing responsibility, focusing on advanced process control and change management. She pioneered the process control team in the Micron and Intel joint venture greenfield startup, IM Flash Singapore, as the control system senior manager.

Ms. Tay earned both a bachelor's degree in mathematics and computational science and a master's degree in industrial and systems engineering from the National University of Singapore. As a strong advocate of diversity, she is a steering committee member of the Micron's Women Leadership Network's Singapore chapter.



LIM KOK KIANG | Assistant Managing Director, Economic Development Board

Mr. Lim oversees the EDB's account group that works closely with top local and international companies from a wide range of industries to facilitate investments and transform their operations in Singapore. Mr. Lim also oversees EDB's strategies in advanced manufacturing. Prior to this, Mr. Lim served as executive director for two groups, Transport Engineering and Asia Pacific. As executive director of Transport Engineering, he was responsible for the development and growth of Singapore's aerospace, marine and offshore, land transport, and oil and gas industries.

As executive director of Asia Pacific, he led EDB operations in that region, which encompassed facilitating investments from China, Taiwan, Japan and Korea.

Mr. Lim previously held positions as director of logistics and regional director of Japan Operations. He joined EDB in 1996. He received a bachelor's degree in economics from Tokyo University in 1993.



TIM ARCHER | President and Chief Executive Officer, Lam Research

Mr. Archer joined Lam Research in June 2012 as the executive vice president and chief operating officer. Prior to joining Lam, he spent 18 years at Novellus Systems, Inc., in various technology development and business leadership roles, including most recently as chief operating officer from January 2011 to June 2012; executive vice president of Worldwide Sales, Marketing, and Customer Satisfaction from September 2009 to January 2011; and executive vice president of the PECVD and Electrofill Business Units from November 2008 to September 2009.

His tenure at Novellus also included assignments as senior director of technology for Novellus Systems Japan from 1999 to 2001 and senior director of technology for the Electrofill Business Unit from April 2001 to April 2002. He started his career in 1989 at Tektronix, where he was responsible for process development for high-speed bipolar ICs. Mr. Archer completed the Program for Management Development at the Harvard Graduate School of Business and earned a bachelor's degree in applied physics from the California Institute of Technology.

MODERATOR



MARTINA TRUCCO | Senior Director, Global Communications and Marketing

Ms. Trucco leads Micron's global corporate marketing, brand and corporate communications teams, and is responsible for telling Micron's story through external, internal and brand communication strategies and marketing activities that drive the company's vision and objectives forward.

Prior to joining Micron, Ms. Trucco served as the global innovation marketing director at Hewlett Packard Enterprise, where she created multiple award-winning technology brands and campaigns, led AI and emerging computing marketing, and was the host and executive producer of The Element podcast.

Ms. Trucco earned a bachelor's degree in economics from the Wharton School at the University of Pennsylvania and a master's degree in digital business management from HEC Paris and Télécom ParisTech. She is author of over 20 peer-reviewed articles and papers and has been a frequent speaker on emerging technology trends such as AI, open innovation and economic development.



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