

# SEMICON® EUROPA

NOV 14-17, 2023 | MUNICH, GERMANY



## Future of Work



C. Melvin  
Senior Director of Business Development &  
Operations  
SEMI Europe, Berlin, Germany



## Biography

Cassandra joined SEMI Europe in 2018 to lead its operations, business development and strategic initiatives related to diversity and inclusion. In this role she is responsible for leading a culturally diverse team, enhancing member value, and directing operations for optimized financial performance. Prior to joining SEMI, she held the position Global Product Manager at Atotech for its semiconductor division. She began her career at the SUNY Polytechnic Institute as a Business Manager focused on technical programs for chemistry and equipment manufacturers and held project management roles in clean room operations and IT. Cassandra's written work has been published in leading technical magazines and presented at conferences globally. She holds a BS in Business Management, and Minor in Neuropsychology from Rensselaer Polytechnic Institute.

## At the Top, a New Leadership Agenda is Emerging!





F. Kehr  
Global Practice Lead, Sustainability  
Mercuri Urval, Copenhagen, Denmark



### **Abstract**

To deal with the top-themes and challenges of the semiconductor industry; Global Economic Outlook, Path to net Zero, Supply Chain Redesign, Resilient company, and War for Talent, leaders need to unlearn “the old”, bring in new capabilities, prepare for the unannounced, and live the values, if they want their companies to be the long-term winners in the industry transformation.

### **Biography**

Specialised in purpose- and value-driven transformational leadership, DEIB-leadership, sustainability leadership audits, 360 gap analysis on sustainability capacity and capabilities as well as on how to embed sustainability and DEIB as a leadership imperative.

## Challenges and opportunities surrounding your Talent Pipeline



D. Collins  
General Manager  
SPTS Division within KLA Corp, London, United Kingdom



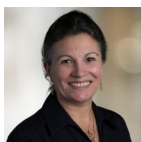
### Abstract

At KLA in the UK we have developed a number of strategies to overcome our talent pipeline challenges. This presentation will explore these challenges and how we have developed new initiatives that have enabled us to overcome these, whilst enhancing inclusivity and diversity, thus attracting top talent and strengthening our business performance.

### Biography

Dan Collins is General Manager of the SPTS Division within KLA Corp. After joining SPTS in 2016 as Supply Chain Director, Dan was promoted to VP Operations in 2019 and has been instrumental in driving the improvements to the company's manufacturing operations. As General Manager he is overseeing the integration of SPTS into KLA, involving new processes, systems and employee culture during a period of significant growth for the business. He has previous operations experience with Edwards and Cooper Tire & Rubber Company with exposure to supply chain management in the semiconductor, automotive, and other industries. He holds a BSc(Hons) in Astrophysics from Queen Mary University of London, and MSc in Technology Management

## Sustainability through Inclusion: how Surveys (Insights) + Analysis Support our Understanding of Generational Expectations



C. Pelissier  
General Manager, Customer Center EMEA  
Edwards, London, United Kingdom



### Abstract

*Join us to gain valuable insights into how Edwards Semiconductor Divisions are leveraging data-driven strategies to promote inclusion, diversity, and unity within the organization. Discover how this approach not only bridges generational gaps but also reinforces the shared vision of a workplace that inspires and supports every individual.*

In the dynamic landscape of the semiconductor industry, fostering an inclusive and diverse workplace is not just a commitment but a strategic imperative. Edwards Semiconductor Divisions, conduct a employee survey every two years to continuously improve its work environment. This year, a new dimension was added to the survey - Inclusion and Diversity. In this presentation, Christine will delve into the insights derived from this survey, showcasing how data can drive a meaningful dialogue and enhance employee engagement.

One of the standout revelations from the survey is the exploration of generational differences. By dissecting the data across generations, Christine uncovered surprising and positive trends that challenge conventional wisdom. She will shed light on the distinct priorities of different generations within the organization, offering compelling conclusions and actionable adjustments that can be considered to nurture a workplace that caters to all.

Beyond the generational divide, Christine's presentation will also explore the fundamental similarities in what employees across all generations seek and need from their workplace. By identifying these common threads, Edwards Semiconductor Divisions aim to create a workplace culture that fosters inclusivity, enhances diversity, and, most importantly, empowers every employee to thrive.

### Biography

Christine has a proven track record of hiring, developing and managing high performance teams which consistently create superior value. She has over 30 years' experience successfully growing markets and customers in a high-tech environment and has broad international experience building networks in North America, Europe, and Asia. Prior to joining Edwards in 2018, Christine has held senior strategic marketing positions, business development, operations and applications roles with Applied Materials, KLA-Tencor and Soitec.

## At the Top, a New Leadership Agenda is Emerging!



F. Kehr  
Global Practice Lead, Sustainability  
Mercuri Urval, Copenhagen, Denmark



### Abstract

To deal with the top-themes and challenges of the semiconductor industry; Global Economic Outlook, Path to net Zero, Supply Chain Redesign, Resilient company, and War for Talent, leaders need to unlearn “the old”, bring in new capabilities, prepare for the unannounced, and live the values, if they want their companies to be the long-term winners in the industry transformation.

### Biography

More than 25 years of experience in advising leading international organisations and innovative start-ups. Deep understanding and knowledge of strategy development and implementation, fit-for-future programmes, leadership development programmes, leadership framework development, performance acceleration as well as on building purpose-and value-driven leadership teams and organisations. Strong focus, experience and interest in sustainability leadership, DEIB-leadership and on how to merge sustainability and circularity with strategy.

## Coming Soon



E. Derby  
HR Director  
Vodafone, London, United Kingdom



### Abstract

Coming Soon

### Biography

**Emma Derby** is the HR Director for \_VOIS, (Vodafone Intelligent Solutions) which is Vodafone's shared service organisation. \_VOIS has 31,000 employees across 7 centres in India, Egypt, Hungary, Albania, Romania, Spain and Turkey. \_VOIS is one of the world's largest captive shared services.

Emma is passionate about unlocking potential in people and business and in driving business performance by making a more human experience. Emma leads the team responsible for retaining our people, fostering a culture of success and providing a talent and skills blueprint for the future.

Since joining \_VOIS in December 2019, Emma's focus has been on enabling all employees to bring their whole selves to work. This is delivered through our 100% Human programme, driving Diversity & Inclusion including setting up Women in \_VOIS and \_VOISability network, as well as focusing on upskilling and reskilling aiming to "skill all employees for life".

With a background in both IT and telecommunications, Emma specialises in change management, talent development, employee advocacy and leadership development.

**Vision Statement** : enable \_VOIS to become a partner of choice through the talent, skills and capabilities that our people offer.

**Coming Soon**

am<sup>u</sup> OSRAM



S. Mohr  
SVP Human Resources  
ams-osram, Munich, Germany

am<sup>u</sup> OSRAM

**Abstract**

Coming Soon

**Biography**

Since 2009 working in OSRAM GmbH, Munich . Since 2022 **Head of Talent & Rewards** and **HR Executives & Corporate Functions** , Human Resources ams OSRAM group, Munich. Responsible for Talent Acquisition, People Development and Compensation & Benefits. Development and implementation of a compensation philosophy and concept as well as a combined performance management and promotion process in the new combined company ams OSRAM

## Welcome Remarks



C. Frieling  
Director for Advocacy and Public Policy  
SEMI Europe, Brussels, Belgium

### **Abstract**

Welcome Remarks

### **Biography**

Christopher Frieling is Director for Advocacy and Public Policy at the SEMI Europe Brussels Office. Christopher has a background in EU affairs, innovation, and tech policy. Prior to SEMI he worked at the Brussels office of Fraunhofer in several roles including most recently as Senior Advisor. Christopher holds an MSc in Economics of Science and Innovation and a Bachelor of Business Administration



## New educational activities for the European Microelectronics & chips (r)evolution



M. Castro  
Professor  
UNED, Madrid, Spain



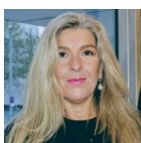
### Abstract

There will be presented in a short and summary way the ECoVEM project, European Centre of Vocational Excellence in Microelectronics, as well as their main goals and objectives, focusing in the educational activities and in their implementation.

### Biography

**Manuel Castro**, Electrical and Computer Engineering Professor in the Spanish University for Distance Education (UNED), is expert in Applications of Simulation and Electronics and in Technology Enhanced Learning. He co-chaired the conferences LWMOOCS 2022, WEEF/GEDC 2021, LWMOOCS 2018, EDUCON 2018, REV 2016, FIE 2014. Is IEEE Fellow, IEEE HKN (Eta Kappa Nu) Professional member, President Emeritus of the IEEE Education Society and Past Director of the IEEE Division VI. He has been awarded among others with: IEEE EdSoc William E. Sayle Award for Achievement in Education, TAE (Technologies Applied to Electronics Education) Tomás Pollán to Discipline Merit, and IGIP (International Society for Engineering Pedagogy) Nicola Tesla Chain. Is Honour Ambassador of Madrid Convention Bureau and past co-editor of IEEE-RITA.

## Official national VET administration accreditation of ECOVEM Spanish courses



I. Miralles  
President  
ASOCIACION NACIONAL DE CENTROS CON  
CERTIFICADOS DE PROFESIONALIDAD, EU  
projects, Oviedo, Spain



### Abstract

1. ECOVEM Spanish Official Courses Accreditation
  - a. National VET Organic Law 3/2022, of March 31, on the organization and integration of Vocational Training  
CHAPTER II Types of offers and degrees of training  
-Article 27. Titles, certificates and accreditations.  
-Article 28. Typology of offers.
  - b. Course accreditation process
2. VET teachers accreditation
  - a. Accreditation process (Regional)
  - b. Reference professional qualification:SSC448\_3 Teaching training for employment. (RD 1096/2011, of July 22, 2011)

### Biography

Master in clinical psychology and gerontology degree. Founder and president of Asociación FRESS. Social and Sanitary Research and Studies. Board member of CRES – Centre for Research and European Studies. Vice-president and responsible of the training committee of ACOFESAL (Association of consultants and trainers from Spain in food security) and president of ANCCP (National Association of Professional Certification Centers). Contribution in European collaborative networks like European Network of Innovation for Inclusion and representing the CEDDD (Consejo Español para la Defensa de la Discapacidad y la Dependencia) as member of Forum on Education of the EASPD (European Association of Service providers for Persons with Disabilities). Manager of European and national projects for ANCCP (recently with ERASMUS+ accreditation) and for other organizations as IEF (Financial Estudios Institut) or EFPA Spain

## ECoVEM project: Path to certification and recognition



M. Mavromoustakou  
Project Manager  
European Association of Career Guidance,  
Nicosia, Cyprus



### Abstract

The ECoVEM project is a collaborative effort that unites vocational education and training (VET) centers, polytechnics, industrial associations, and social partners. Its aim is to establish a European Cooperation platform of Vocational Excellence in Microelectronics to address various challenges, including digitalization, artificial intelligence, green technologies, gender equality, and the integration of migrants. ECoVEM leverages and complements the strengths of national VET systems, particularly in countries with more advanced VET programs, while also supporting less advanced regions in their journey towards achieving VET excellence. The project adopts innovative instructional methods that promote lifelong learning, encompassing both hard and soft skills, using theoretical models based on ecosystems and performance support systems. The ECoVEM consortium developed the path to certification and mutual recognition of the ECoVEM curriculum and training, which consists of six distinct courses covering microelectronics and its applications, with a total of thirty-three modules. All available courses can be accessed on the project's official website, [www.ecovem.eu](http://www.ecovem.eu). The project provides a flexible path, serving as an open methodology for planning and implementing the certification and recognition process.

### Biography

Maria Mavromoustakou is a Project Manager at the European Association of Career Guidance in Cyprus, where her primary role encompasses project implementation and management. Her professional journey commenced at the University of Nicosia, where she held the position of Environmental Researcher. During this tenure, she made significant contributions to the preparation of numerous European-funded

environmental projects. Subsequently, she worked as a Project Manager at the Cyprus Sustainable Tourism Initiative, a nonprofit organization in Cyprus. In this capacity, her core responsibilities included crafting project proposals and overseeing projects related to sustainability initiatives. Maria then advanced her career as a Training and Development Officer and Erasmus Officer at the University of Nicosia. Her academic qualifications include an M.Sc. in Ecotourism from Edinburgh Napier University (Scotland) and a B.Sc. in Environmental Management from the University of Hertfordshire (UK).

## **Learn more about SEMI University and What We Offer**

N. Naik  
Director, SEMI University  
Semi, Milpitas, United States of America

### **Abstract**

Learn more about SEMI University and what we offer

### **Biography**

With over two decades of experience in edtech, Naresh stands as a veteran in crafting and deploying impactful learning solutions tailored to various industries and demographics. As the Director of SEMI University, he helms a global training enterprise focused specifically on the semiconductor sector—a field renowned for its dynamism and innovation. The platform he oversees offers an extensive range of over 525 cutting-edge courses, each meticulously designed to meet the unique needs of the semiconductor industry. His guiding mission is to empower customers, employees, and individual learners to reach their aspirations and further their careers through these educational offerings.

Before his tenure at SEMI University, Naresh held leadership roles in Training & Development at several prestigious organizations, including Google, Workday, Autodesk, and Atlassian.

## European Chips Skills Academy



V. Cummings  
Senior Manager, Workforce Development and  
Skills  
Semi Europe, Brussels, Belgium



### **Abstract**

TBC

to be added

### **Biography**

Victoria joined SEMI Europe in 2023 to support initiatives related to workforce development and lead the implementation of associated EU projects. In this role she coordinates the EU Erasmus+ project “European Chips Skills Academy” and engages with the European institutions and industry stakeholders to develop and promote skills-related activities. Prior to joining SEMI Europe, Victoria advised on policies concerning the functioning of the EU Internal Energy Market. She holds a Master's Degree in Political Science from Boston University.

## Launching the EU Chip Skills Alliance



C. Frieling  
Director for Advocacy and Public Policy  
SEMI Europe, Brussels, Belgium



### **Abstract**

The EU Chip Skills Alliance is a new multi-stakeholder network launched by the EU funded Erasmus + project METIS.

### **Biography**

Christopher Frieling is Director for Advocacy and Public Policy at the SEMI Europe Brussels Office. Christopher has a background in EU affairs, innovation, and tech policy. Prior to SEMI he worked at the Brussels office of Fraunhofer in several roles including most recently as Senior Advisor. Christopher holds an MSc in Economics of Science and Innovation and a Bachelor of Business Administration.