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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.

Demystifying Microelectronics: Innovative Strategies for Attracting New Talent



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Abstract

The global semiconductor industry will need to attract nearly a million new workers worldwide as it catapults towards being a \$1 trillion industry by 2030. Finding this talent will require innovative strategies that demystify and illuminate this often-invisible industry to students and jobseekers. The SEMI Foundation runs multiple programs designed to generate awareness and excitement about the breadth of jobs within the industry, and the positive impact workers in semiconductors can have on improving peoples' lives. This presentation will share insights on what will attract jobseekers and students to the industry, and outline programs and initiatives that companies can engage in to reach new talent.

Biography

Bio: Michelle Williams-Vaden is the Deputy Director of the SEMI Foundation. Michelle is responsible for the organization's scaling strategies, resource generation, storytelling and communications, and working toward diversity, equity, and inclusion in the semiconductor industry. Michelle has supported the launch and scaling of numerous national workforce development initiatives and has secured significant public and private support for programs that welcome more women, veterans, people of color, and other underrepresented populations to the industry. She is an accomplished speaker and writer who has presented and written for national and global audiences. She also developed a first-of-its-kind diversity, equity, and inclusion roadmap and toolkit for the microelectronics industry.

Previous to SEMI, Michelle spent 15 years at the helm of nonprofit organizations dedicated to strengthening local communities and positively impacting policy and program development on local, state-wide, and national levels.