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Powering Sustainable AI

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Abstract

We stand at a critical tipping point in the realm of power. Over the past year, the convergence of artificial intelligence (AI) and electrification, two global mega trends, have sparked an unprecedented demand for energy. This surge presents both a significant challenge and an extraordinary opportunity. Central to this development are power semiconductors, which are now in high demand due to their ability to enhance energy conversion and management. Power now represents the new frontier, with the rate of innovation in this area set to determine the growth trajectory of these markets.

The intensive computational needs of AI learning models are well-known, necessitating vast amounts of power and contributing to increased carbon emissions. However, the integration of AI data centers with cutting-edge power semiconductor technology offers a viable solution to drastically cut energy use and costs, all while supporting the escalating computational needs of AI. As AI's presence grows, so does the importance of semiconductor innovation in mitigating its environmental footprint and promoting a sustainable, digital future. As a keynote speaker at SEMICON Europa, Felicity Carson will offer her insights on the responsible deployment of AI and the importance of transparency in energy requirements to ensure AI's sustainable expansion.

Biography

Felicity Carson joined **onsemi** in August 2021 as senior vice president and chief marketing officer. Felicity is a seasoned global marketing leader with extensive B2B experience spanning across middleware, applications and industrial software, and technology. Her wealth of experience comes from leading multiple marketing functions, from demand generation to brand and portfolio marketing. She is an accomplished executive with a successful track record of delivering results and effectively leading cross-functional teams across many business units.

Felicity joins **onsemi** from AVEVA, where she was the senior vice president of global performance marketing. Prior to AVEVA, Felicity had a two-year tenure at SAP where she was the Head of Customer Experience and Global Events and received several awards including the Marketing Excellence Award for Great Leadership. Felicity also spent over 17-years at IBM where she led several marketing functions, including as the CMO for IBM Watson Customer Engagement, a \$1.4 billion business unit responsible for SaaS and on-prem customer experience applications. She was instrumental in leading IBM's marketing transformation and was recognized for her data driven insights and execution excellence, which led her to be

voted as one of the top 10 most influential women in MarTech by B2B Marketing in 2016.

Felicity is a graduate of Damelin College and School of Business Management in South Africa and is certified by the Public Relations Institute of South Africa (PRISA).

References

Collaboration in Sustainability

K. Westrich
Global VP of Electronics, Semiconductors &
Simulation Digital Industries
Siemens AG, Munich, Germany

The Siemens logo, consisting of the word "SIEMENS" in a bold, teal, sans-serif font.

Abstract

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Biography

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References

Advancing Sustainability in the Semiconductor Value Chain: A Data-Driven Approach

A. Muesch
Head of Use Case Management
Merck Electronics KGaA, Darmstadt, Germany

Abstract

In recent years, the semiconductor industry has shifted significantly towards environmental sustainability, driven by regulatory pressures and consumer demand for eco-friendly products. As a key player in the semiconductor materials supply chain, we are adapting to this evolving landscape, aligning our practices with sustainability goals.

Suppliers now face the challenge of delivering sustainable materials and technologies while fostering cleaner production processes. Transparency in greenhouse gas emissions is increasingly expected, necessitating efforts to understand and mitigate emissions across the value chain.

A critical component of this effort is optimizing manufacturing processes to address Scope 1 and Scope 2 emissions. At Merck Electronics, we embrace a comprehensive approach to greener chip production, integrating data-driven methodologies with fundamental engineering principles.

Our approach at Merck Electronics combines data analytics with predictive modeling to reduce environmental impact throughout the production lifecycle. Utilizing machine learning (ML) algorithms, we aim to reduce scrap and optimize production efficiency, thus curbing greenhouse gas emissions. This proactive approach to process design and optimization supports our climate footprint goals and maintains data integrity in sensitive environments.

To illustrate our approach's effectiveness, we present a case study showing how data and technology provide insights into product climate impact. Leveraging data analytics and predictive modeling, we identify opportunities for improvement and implement targeted control mechanisms in production processes. This case study exemplifies Merck Electronics' commitment to sustainable innovation in the semiconductor industry.

Biography

Anja Muesch has been Head of Use Case Management at Merck Electronics since 2022 focusing on data & digital portfolio management for the Semiconductor Materials Business with preceding experience in managing a sector-wide digital transformation project focusing on advanced data analytics, data access and data automation.

Prior to her role, Anja Muesch was Associate Consultant at Merck Inhouse Consulting managing strategy projects for Merck's Electronics, Life Science and Pharma business.

Anja Muesch received a Master of Science degree in Business Chemistry from Heinrich-Heine-University in Düsseldorf, Germany and the Universiteit van Amsterdam, The Netherlands, focusing on environmental chemistry and financial investments.

References