

Smart Manufacturing

Coming Soon

G. Notarnicola
Partner and Head of Semiconductor Industry
Porsche Consulting S.r.L., Milano, Italy



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Biography

Giovanni Notarnicola is an electronic engineer with an international career spanning over 18 years, marked by deep expertise in the semiconductor industry and strategic transformations. He began his journey at the CERN in Geneva, where he contributed to cutting-edge projects in particle physics, an experience that laid the groundwork for his ability to tackle advanced technological complexities.

In 2008, he was selected for the "high potentials" program at Bosch, where he worked at both central and plant levels across Europe and Asia, leading strategic transformations in supply chain, production, and IT for the automotive sector. This experience allowed him to develop a deep understanding of industrial production processes and lead global optimization and innovation projects.

In 2012, Giovanni joined Porsche Consulting, initially leading strategic transformation projects across various industrial sectors, including manufacturing, consumer goods, and automotive. Over time, he took on roles of increasing responsibility, eventually becoming Global Head of the Semiconductor Industry at Porsche Consulting, where he is responsible for growing the industry practice. In this role, he supports the strategic transformations of key industry players in the post-COVID world, focusing on building new capabilities and challenging the status quo to drive a higher level of performance. His work leverages innovative technologies such as AI applied to operations and the development of lights-out factories, while also providing strategic support on geopolitical challenges and innovation to help the industry achieve greater resilience and global competitiveness.

In addition to his role at Porsche Consulting, Giovanni is Chairman of several initiatives within the strategic partnership between SEMI and Porsche Consulting, aimed at contributing to the development of a technologically advanced and competitive ecosystem for the semiconductor industry.

References

Autonomous Factory with Physical AI

Y. J. Jang
Professor
KAIST, Seoul, Republic of Korea (South Korea)



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Biography

Young Jae Jang received his Ph.D. in Mechanical Engineering from the Massachusetts Institute of Technology (MIT) in 2007, and dual M.S. degrees in Mechanical Engineering and Operations Research from MIT in 2001. He earned his B.S. in Aerospace Engineering from Boston University in 1997.

He is currently a Professor in the Department of Industrial and Systems Engineering at the Korea Advanced Institute of Science and Technology (KAIST) and the Founding Director of the Center for KAIST Manufacturing Physical AI, where he leads research on next-generation autonomous manufacturing systems.

In parallel, he is the CEO and Co-founder of DAIM Research Corp., the leading startup commercializing AI-based manufacturing powered by Physical AI technology. DAIM's platforms have been successfully deployed by major global manufacturers, including Samsung Electronics, LG Electronics, SK On, and LG Energy Solution, demonstrating large-scale industrial adoption and real-world impact.

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C. Matthias Schilz
Vice President
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F. Lobo
CEO
Critical Manufacturing, Porto, Portugal



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Closing Remarks

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