

## **MASM KEYNOTE**

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### **ABSTRACT**

Supply Chain Management in the Semiconductor Industry: Successes and Challenges

Dr. Kurt Gruber focuses in his speech on the challenges of a global Supply Chain network from supplier's supplier to customer's customer, the aspiration to reach a robust, crisis proven Supply Chain with "zero defects" and the flexibility answer as forecasts never reflect reality. The need of simulation for those challenges as well as the status will be shared.

### **AUTHOR BIOGRAPHIES**

Dr. Gruber has over 25 years of semiconductor experience and heads Infineon's Corporate Supply Chain. His department is responsible for global demand fulfillment and logistics operations, manages the internal and external production networks and drives the development of Infineon's supply chain and production strategies. Dr. Gruber received his Ph.D. in Mathematics at the Technical University of Graz, Austria.

Infineon Technologies provides semiconductor and system solutions, focusing on three central needs of our modern society: Energy Efficiency, Mobility and Security. It's Germany's largest semiconductor company. Infineon won recently several supply chain awards.