



Dan Hutcheson is CEO and Chairman of VLSIresearch Inc. He is a recognized authority on the semiconductor industry, winning SEMI's Sales and Marketing Excellence Award (formerly SEMI's Bob Graham Award) in 2012 for "empowering executives with tremendous strategic and tactical marketing value" through his e-letter, *The Chip Insider*[®]; his book *Maxims of Hi-Tech*, and his many interviews of executives. He is thought of as "the marketing voice and expert for the industry." "Dan has methodically captured the essence of the industry and produced it in such a way for all to benefit...He has been such an integral part of the industry for so long, it is difficult to imagine the industry without his contributions." Dan's public work on the industry has often focused on the challenging predictions of the demise of Moore's

Law that date back decades by demonstrating how doomsayers have been outpaced by emergent behavior through the innate ability of technologists to innovate. This has included invited articles for *Scientific American*, the *SIA*, and the Plenary at the *SPIE Advanced Lithography Conference*.