Seminar Title: Growth Strategy in Semiconductor Industry-A case study of automotive market entry using existing products

Time: 3:00-4:00 PM, Friday, Oct 24, 2014
Location: ECE 101 Lankford Lab

Speaker:
Rahul Ranjan
Qualcomm Inc.

Abstract:
Semiconductor industry is an R&D intensive industry with limited growth areas. Companies in this industry have to strategically think about new growth markets. In this discussion, we first highlight the factors that have contributed to Qualcomm’s success in recent years. In spite of success in core markets, companies need to explore emerging markets. A new market entry requires investment in several aspects including engineering, sales etc. while considering risk factors and execution capability. Based on an example of automotive market entry using existing Qualcomm products, we illustrate the strategic framework and different perspectives that one needs to consider for entering a new market.

Speaker Bio:
Rahul currently holds the position of staff manager at Qualcomm Inc. in the area of strategy and business development for emerging market segments. In the past, he has led long range planning for Qualcomm-Atheros and their entry into automotive business segment using connectivity products. Prior to joining Qualcomm, Rahul has been part of Intel, Altera and CDOT in different capacities including strategic planning, business development and telecommunication system design in wireline/wireless businesses. In different engagements, he has been instrumental in assisting several startups and investment funds focusing in technology markets. Rahul holds a BTech degree from IIT Kharagpur in electronics and electrical engineering, a MS in computer engineering from Wayne state university, where he was Thomas C Rumble Fellow and an MBA degree from UVA-Darden Business School.