



## Candidate Statement 2010 Election

---

Email this form by **Friday, February 26, 2010** to [election10@edac.org](mailto:election10@edac.org).  
Candidate statements will be posted on the EDA Consortium website after March 11, 2010.

**Candidate Name:** Ravi Subramanian  
**Title:** President & CEO  
**Company:** Berkeley Design Automation, Inc.

### Candidate Statement:

Changing global economic and consumption patterns are driving new behavior across industries, and electronics is no exception. The electronics industry is undergoing fast and fundamental change, as demonstrated by dramatically lower ASPs due to lower per-capita consumer income in growing markets (e.g., \$100 flat-panel TVs). At the same time, these products require ever-increasing wireless bandwidth, storage capacity, and complex low-power functionality to support sensors and displays. Such changes are rapidly reshaping the semiconductor industry, and the EDA and IP industries must change in turn.

EDAC has helped its member companies address issues of common interest, driving initiatives that would otherwise have been impossible. However, it has made limited progress aligning the semiconductor and EDA/IP industries. I believe EDA's future success will depend on its members fully understanding these rapid and fundamental market changes, and taking advantage of them with innovative technology and business models. EDAC can be an effective platform for catalyzing this transformation and fostering cooperation across industries.

As an EDAC Board Member, I would strive to cement stronger ties between EDA/IP, semiconductor companies and the broader electronics design chain by establishing stronger cooperation between EDAC and semiconductor and electronics industry organizations worldwide, such as the GSA, SIA, and IEEE; and by sponsoring events to bring together electronics analysts, semiconductor, and EDA audiences to continually monitor changes and trends in these industries across the globe.

My career has taken me into Fortune 100 and start-up semiconductor and EDA companies. I bring a solid understanding of what it takes to strengthen these ties, and a commitment and focus to help lead this initiative.