

# AGENDA

January 11-14, 2021



## Tuesday, January 12: **LIVE** - ADI Thought Leadership Sessions Hosted on: [Analog Devices' Digital Experience](#)

### 9:00 AM EST

#### Engineering the Bridge to Human Breakthroughs

Join Vincent Roche, President and CEO of Analog Devices as he outlines the mega trends that will shape the future. Learn how ADI technologies bridge the physical and cyber worlds to transform megatrend signals into breakthroughs that will make customer solutions' more accurate, efficient and intelligent and enable a more connected, greener and healthier future.



[Vincent Roche](#)  
President & CEO

### 9:30 AM EST

#### Building a More Sustainable Future for Communications and Automotive

Sustainability has moved beyond a buzzword and is now table stakes for any organization serious about bringing technology to life in the future. The auto industry has probably seen the biggest shift as more and more we see the shift from combustion engines to electric vehicles. As we continue to rely on work from home technologies and obey travel bans, the communications networks and data centers we rely on every day are being pushed to max capacity. Organizations in these industries no longer need to prioritize sustainability for performance.



[Greg Henderson](#)  
Senior Vice President  
Automotive, Communications &  
Aerospace & Defense Group

### 10:00 AM EST

#### The Power of Ecosystems to Stay Resilient in a Changing World

Today's business landscape is facing unprecedented change and disruption that we have never seen before. While there is still a long road to recovery for the normal day to day of operations to resume, organizations globally are expanding their horizons by welcoming unexpected partnerships and finding unique ways to succeed. This talk will highlight the importance of ecosystems as we continue to battle global market uncertainty.



[Martin Cotter](#)  
Senior Vice President  
Worldwide Sales &  
Digital Marketing

### 12:30 PM EST

#### 'Powering' a More Sustainable Future

Today, power systems are typically addressed toward the end of a design, however, power management plays a substantial role in limiting energy consumption from the grid and reducing the global carbon footprint. With greater reliance on electrical power in applications such as data center, electric vehicles and factories of the future – power is climbing to the forefront of conversations – to enable safe, carbon neutral ways of powering next generation technologies.



[Chris Jacobs](#)  
Vice President  
Power Marketing &  
Business Development



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Hosted on: [CES.tech](https://ces.tech) (Located under Spotlight Sessions)

Tuesday, January 12, 1:45 PM EST: **LIVE CES SPOTLIGHT SESSION**

## [Ready to Talk to an AI That Interprets Your Asset?](#)

With real industry examples, the team from ADI OtoSense will reveal how their Sensing interpretation AI platform leverages the best physical-world measurements to derive actionable insights from any machine. Learn how this unique approach enables machine users & experts to extend their capabilities to enhance quality control, predictive maintenance and digitize the human domain experience.

[Kevin Carlin](#)  
Vice President  
ADI OtoSense



[Sebastien Christian](#)  
Director  
AI Engineering



Wednesday, January 13, 9:45 AM EST: **LIVE CES SPOTLIGHT SESSION**

## [Semiconductor-based DNA Synthesis](#)

Synthetic biology will have a massive impact across many industries and will be fundamental to enabling a sustainable future, while taking a leading role in the global \$4 trillion bioeconomy gold rush. This highly disruptive scientific discipline is likely to achieve significant improvements in DNA synthesis required to enable and facilitate opportunities in biotechnology products not previously attainable.

[Dan Leibholz](#)  
Chief Technology Officer  
Analog Devices, Inc.



[Matthew Hayes](#)  
Chief Technology Officer  
Evonetix



[Roman Trogan](#)  
Head of R&D, Bioelectronic Platforms  
Analog Garage



# AGENDA

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AHEAD OF WHAT'S POSSIBLE™

## ON DEMAND THOUGHT LEADERSHIP SESSIONS

Hosted on: [Analog Devices' Digital Experience](#)

### What if Technology Spoke to Your Senses?

Join Duncan Bosworth, GM of ADI's Consumer Business as he discusses how consumer demand for technology is higher than ever and these products are engrained in our daily lives. However, what if this technology could do more than just be a novelty and could actually become a tool that supports and improves our quality of life?

### Technology & Disruption Drives Ecosystem Change in Automotive

The automotive industry is at an inflection point. Across the landscape consumer preferences are shifting and technology innovations are pushing drastic changes in vehicle architecture and performance. These shifts, in combination with the COVID crisis, have impacted major pillars of the automotive market: vehicle electrification, infotainment and autonomous navigation.

### The Value of the Real Time Intelligence in the Physical World

The concepts of "edge processing" or the "intelligent edge" will be one of the most important trends in semiconductors for the next decade – but, what does this actually mean? ADI's CTO Dan Leibholz will discuss the opportunities and challenges when it comes to bringing more intelligent sensors into factories, cars and even hospitals and how customers are navigating these increased complexities.

### Technology Innovations Will Usher in the Next Generation of Patient-Focused Care

The healthcare industry is at a historical cross-road. There is a massive shift in how care is provided – from reactive models to more of population health based efforts, which are aimed at driving more efficient patient outcomes. By putting the patient at the center of the healthcare system, this means that a major influx of new ideas and technologies will need to come to life that balance providing clinical grade data, without overwhelming the system. ADI's SVP of Healthcare, Pat O' Doherty, shares his thoughts on this shift and some of the latest efforts helping shape the future of healthcare.

### 2021 Global Megatrends Discussion with Arrow Electronics

Q&A discussion with Aiden Mitchell, Vice President Engineering Services at Arrow Electronics. Aiden gives his thoughts on the megatrends of 2021 and Arrow Electronics' role in delivering technology solutions in these spaces. Aiden also discusses impact of Digital Health in our lives, connected homes and power solutions for a greener world.



[Duncan Bosworth](#)  
General Manager  
Consumer Business Unit



[Patrick Morgan](#)  
Vice President & GM  
Automotive



[Dan Leibholz](#)  
Chief Technology Officer



[Patrick O'Doherty](#)  
Senior Vice President  
Digital Healthcare



[Aiden Mitchell](#)  
Vice President  
Engineering Services  
Arrow Electronics

# AGENDA

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## ON DEMAND THOUGHT LEADERSHIP SESSIONS

Hosted on: [CES.tech](https://ces.tech)

### Rimac and Analog Devices: State of Electric Vehicles

At the center of the world's push to a more sustainable, electrified future is the electric vehicle (EV). Gain insights from Rimac and Analog Devices executives including how EVs are entering the mainstream, how they're helping the auto industry reduce its carbon footprint, and how technology from Analog Devices is helping power Rimac's completely electric C\_Two model hypercar.

#### [Greg Henderson](#)

Senior Vice President  
Automotive, Communications &  
Aerospace & Defense Group



#### [Roger Atkins](#)

(Moderator)  
Electric Vehicles Outlook Ltd.



#### [Matija Gracin](#)

Director of Components R&D  
Rimac Automobili



#### [Patrick Morgan](#)

Vice President & General Manager  
Automotive



# ENGINEERING THE BRIDGE TO HUMAN BREAKTHROUGHS

Tuesday, January 12th – 9:00 AM ET



Join Vincent Roche, President and CEO of Analog Devices as he outlines the mega trends that will shape the future. Learn how ADI technologies bridge the physical and cyber worlds to transform megatrend signals into breakthroughs that will make customer solutions' more accurate, efficient and intelligent and enable a more connected, greener and healthier future.



## Vincent Roche, President & Chief Executive Officer

As President, Chief Executive Officer, and member of the Board of Directors, Mr. Roche sets Analog Devices' strategic vision and oversees operational execution across the business. Since becoming ADI's president in 2012 and CEO in 2013, Mr. Roche has been instrumental in growing the organization's market leadership in the high-performance analog sector through a strong customer-centric focus and unyielding commitment to innovation and engineering excellence.

Under his leadership, ADI has expanded the breadth of its product portfolio and added new technologies and capabilities to provide more comprehensive solutions to customers' toughest technical challenges.

Mr. Roche is only the third CEO to lead the company since its founding in 1965. He began his career at ADI in 1988, progressively gaining responsibility in product line management, strategic marketing, and business unit management roles during his early tenure. Mr. Roche held senior positions for ADI in Ireland, Massachusetts, and California, and in 2001 was given responsibility for global sales and marketing as Vice President of Worldwide Sales. In 2009, Mr. Roche was named Vice President for the newly created Worldwide Sales and Strategic Market Segments Group, where he focused on integrating ADI technology into optimized solutions for industrial, automotive, and infrastructure customers. Mr. Roche was promoted to President of ADI in 2012, taking responsibility for all R&D, sales, marketing and business development and in May 2013, he was appointed President and Chief Executive Officer.

Mr. Roche serves on the Board of Directors of Acacia Communications, Inc., a leading developer of high-speed coherent optical interconnect products that transform communications networks through improvements in performance and capacity and a reduction in associated costs.

Mr. Roche earned a Bachelor's degree in Electrical Engineering from University of Limerick in Ireland.



# BUILDING A MORE SUSTAINABLE FUTURE FOR COMMUNICATIONS AND AUTOMOTIVE

Tuesday, January 12th – 9:30 AM ET



Sustainability has moved beyond a buzzword and is now table stakes for any organization serious about bringing technology to life in the future. The auto industry has probably seen the biggest shift as more and more we see the shift from combustion engines to electric vehicles. As we continue to rely on work from home technologies and obey travel bans, the communications networks and data centers we rely on every day are being pushed to max capacity. Organizations in these industries no longer need to prioritize sustainability for performance.



## **Greg Henderson, Senior Vice President**

### **Automotive, Communications & Aerospace & Defense Group**

Dr. Greg Henderson was appointed Senior Vice President of the Automotive, Communications and Aerospace & Defense Group in 2017. Prior to this role, Dr. Henderson served as vice president of the RF and Microwave business unit, responsible for the creation and execution of Analog Devices' strategy for its full suite of RF and microwave products and solutions.

Dr. Henderson has served in leadership roles in the microwave, semiconductor, and wireless communications industry for more than 20 years. Most recently, Dr. Henderson served as Vice President of the RF and Microwave business units of Hittite Microwave Corporation—prior to the acquisition by Analog Devices. From 2009 to 2013, Dr. Henderson served as the director of broadband products and later as the director of product management, for the Public Safety and Professional Communications Division of Harris Corporation. Prior to Harris Corporation, Dr. Henderson held various management and R&D/product development positions at TriQuint Semiconductor, IBM, and M/A-COM.

Dr. Henderson earned a B.S. in electrical engineering from Texas Tech University and was granted a Ph.D. in electrical engineering from the Georgia Institute of Technology. He holds seven patents in wireless communications and semiconductor technologies and has published over 20 conference and journal papers.



# THE POWER OF ECOSYSTEMS TO STAY RESILIENT IN A CHANGING WORLD

Tuesday, January 12th – 10:00 AM ET



Today's business landscape is facing unprecedented change and disruption that we have never seen before. While there is still a long road to recovery for the normal day to day of operations to resume, organizations globally are expanding their horizons by welcoming unexpected partnerships and finding unique ways to succeed. This talk will highlight the importance of ecosystems as we continue to battle global market uncertainty.

## **Martin Cotter, Senior Vice President**

### **Worldwide Sales & Digital Marketing**



Martin Cotter was appointed Senior Vice President, Worldwide Sales in 2016. In this role, Mr. Cotter leads ADI's sales and marketing team as they build strong, collaborative partnerships with customers and help them deliver differentiated products in the Communications, Industrial, Automotive, Healthcare, and Consumer markets.

Mr. Cotter, who joined ADI in 1986 as a design engineer, has led some of the company's highest-growth business segments, in addition to holding a variety of roles in engineering and product line management. Mr. Cotter brings a wealth of domain expertise and experience in helping customers solve their toughest signal processing challenges. As vice president of ADI's Communications business, Mr. Cotter worked closely with customers to understand their system level problems and guide technology development for high-speed radio solutions that enabled the worldwide deployment of 4G/LTE networks. In his most recent role as Vice President of ADI's Internet of Things (IoT), Healthcare, and Consumer Business Units, he was responsible for the development of market-leading high dynamic range and ultra-low power signal processing technology, as well as sensors, algorithms, micro-controllers, connectivity, and power management solutions that enable embedded systems and the portability and advanced features that consumers are seeking. In particular, Mr. Cotter has been instrumental in defining ADI's strategic direction for the evolving IoT market, as we seek to apply our expertise in signal processing, sensors, and connectivity to enable smart factories, smart buildings, advances in healthcare, and much more. Mr. Cotter's track record in driving business growth, coupled with his engineering background and decades of experience overseeing the development of technologies, systems, and solutions, provide the foundation needed to drive an even higher level of engagement and impactful innovation that keep our customers ahead of what's possible.

Mr. Cotter earned Bachelor of Engineering, Master of Engineering, and Master of Business Administration degrees from the University of Limerick.



# 'Powering' a More Sustainable Future

Tuesday, January 12th – 12:30 PM ET



Today, power systems are typically addressed toward the end of a design, however, power management plays a substantial role in limiting energy consumption from the grid and reducing the global carbon footprint. With greater reliance on electrical power in applications such as data center, electric vehicles and factories of the future – power is climbing to the forefront of conversations – to enable safe, carbon neutral ways of powering next generation technologies.



## **Chris Jacobs, Vice President**

### **Power Marketing & Business Development**

Chris Jacobs joined ADI in 1995. During his tenure at Analog Devices, Jacobs has held several design engineering, design management and business leadership positions in the Consumer, Communications, Industrial and Automotive teams. Chris Jacobs is currently the VP of Marketing & Business Development in the Power business unit at Analog Devices. Prior to this, Jacobs was the VP/GM of the Autonomous Transportation & Automotive Safety business unit, Product and Technology Director of Precision Converters

and the Product Line Director of High Speed Converters & Isolation Products.

Chris has a Bachelor of Science in Computer Engineering from Clarkson University, a Master of Science in Electrical Engineering from Northeastern University and a Master of Business Administration from Boston College.



# Ready to Talk to an AI That Interprets Your Asset?

LIVE CES SPOTLIGHT SESSION

Tuesday, January 12<sup>th</sup>, 1:45 PM EST



With real industry examples, the team from ADI Otosense will reveal how their Sensing interpretation AI platform leverages the best physical-world measurements to derive actionable insights from any machine. Learn how this unique approach enables machine users & experts to extend their capabilities to enhance quality control, predictive maintenance and digitize the human domain experience.

## Kevin Carlin, Vice President

### ADI Otosense



Kevin Carlin is the Vice President of ADI Otosense. Kevin has held a wide variety of roles in the semiconductor industry over the past 25 years, including leading the Industrial Automation, Energy and Industrial IoT Businesses for ADI.

Kevin spent 15 years in Europe leading various sales organizations, including 12 years in Germany. He is fluent in German and holds a Bachelor's and Master's degree in Electronic Engineering & DSP from Ulster University. Kevin is originally from Belfast, N. Ireland and currently resides in Boston, MA.

## Sebastien Christian, AI Engineering Director

Sebastien is a tech entrepreneur, having founded and led 4 companies to date, all with positive outcomes.

His skillset is a combination of academic degrees (MS degrees in Quantum Physics, Neuroscience, and Linguistics) associated with pragmatic execution skills and methods influenced by Lean Management principles, sharpened by his mentors and real-world experiences.

Sebastien believes that success resides in the agile, data-driven execution of a customer-centric strategy by an empowered team, within the boundaries of a shared ethics.

Market-wise, Sebastien has strong ties to the transportation, power generation and healthcare markets.

His favorite focus: Human-AI collaboration solving unusual or challenging problems in harsh environments.



# SEMICONDUCTOR-BASED DNA SYNTHESIS – ENABLING A SUSTAINABLE FUTURE THROUGH THE MARRIAGE OF BIOLOGY AND SILICON



LIVE CES SPOTLIGHT SESSION  
Wednesday, January 13, 9:45 AM EST

**Synthetic biology will have a massive impact across many industries and will be fundamental to enabling a sustainable future, while taking a leading role in the global \$4 trillion bioeconomy gold rush. This highly disruptive scientific discipline is likely to achieve significant improvements in DNA synthesis required to enable and facilitate opportunities in biotechnology products not previously attainable.**



## **Dan Leibholz, Chief Technology Officer**

### **Analog Devices, Inc.**

As Analog Devices, Inc. (ADI) Chief Technology Officer, Mr. Leibholz develops and leads ADI's long-term technology strategy for applications across the company's end markets, working closely with ADI's business units and manufacturing operations to drive ADI's competitive advantage. Mr. Leibholz is responsible for identifying, sourcing, and cultivating new business, technology and research opportunities, as well as developing foundational technology capabilities in support of the current and future needs of our markets and customers.

Previously, Mr. Leibholz held the position of Vice President of the Communications Business Unit, during which time he oversaw a period of tremendous growth in the Business Unit as the company delivered best in class offerings for 4G and 5G in the wireless market and continued success in optical networking. Prior to that, he served as Vice President of ADI's Consumer business, and Vice President of ADI's Embedded Systems Product and Technology Group. Mr. Leibholz joined ADI in 2008 as Director of Engineering for ADI's Digital Signal Processing business.

Prior to joining Analog Devices, Mr. Leibholz served as an Engineering Director and Fellow at Advanced Micro Devices, and as a Distinguished Engineer at Sun Microsystems, having leadership responsibilities for processor architecture and development. He was also a Consulting Engineer at Digital Equipment Corp. and is listed as an inventor on 18 patents in computer architecture.

Mr. Leibholz earned his BSEE and MSEE degrees from Brown University and serves on Brown's School of Engineering Corporate Advisory Board and on the Board of Directors of the Massachusetts Science and Education Fair.



# SEMICONDUCTOR-BASED DNA SYNTHESIS – ENABLING A SUSTAINABLE FUTURE THROUGH THE MARRIAGE OF BIOLOGY AND SILICON



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## **Matthew Hayes, Chief Technology Officer**

### **Evonetix**

Matthew Hayes is the Chief Technology Officer of Evonetix and was a founder member of the team that created the company in 2015.

Before joining Evonetix, Matthew was Head of Technology for the Global Medtech Division of Cambridge Consultants. He joined Cambridge Consultants in 2001 and was responsible for the leadership of many of their largest and most technically challenging projects.

Matthew specializes in multi-disciplinary system design, medical device development, ASIC design and opto-electronics. He holds a PhD and MEng in Electronic Engineering, both from Loughborough University.

## **Roman Trogan, Head of R&D, Bioelectronic Platforms**

### **Analog Garage**

Roman leads the Bioelectronic Platforms group in the Analog Garage. The group is creating new business opportunities in DNA synthesis, DNA sequencing and single-cell biology by co-developing semiconductor-based biochip consumables with external biotech companies.

In addition to his passion for bioelectronic systems and technologies, Roman has an extensive background in computer architecture and digital design, as well as RF and microwave electronic systems. Roman is no stranger to the start-up world and is passionate about finding deep tech breakthroughs that have the potential to disrupt established markets and methodologies. Roman received a Bachelor's Degree in Electrical and Computer Engineering from Ben-Gurion University of the Negev, Israel and a Master's Degree in Electrical Engineering from Northeastern University



# WHAT IF TECHNOLOGY SPOKE TO YOUR SENSES?

Video on Demand



Join Duncan Bosworth, GM of ADI's Consumer Business as he discusses how consumer demand for technology is higher than ever and these products are engrained in our daily lives. However, what if this technology could do more than just be a novelty and could actually become a tool that supports and improves our quality of life?



## **Duncan Bosworth, General Manager**

### **Consumer Business Unit**

Duncan Bosworth was appointed General Manager of the Consumer Business Unit in 2020, responsible for Analog Devices' overall consumer market business strategy including Audio, Video, Enhanced Imaging, and Consumer ASSP technology developments.

Prior to this role, Mr. Bosworth served as General Manager of the Instrumentation Market Group (2018-20). As Director of Marketing and Applications for the Aerospace and Defense business unit (2011-2018), he was responsible for strategy development and identifying key growth areas.

Before joining Analog Devices in 2011, Mr. Bosworth held leadership and senior system engineering roles in the Aerospace and Defense Industry for over 12 years. Initially working at the U.K.'s Defence Evaluation and Research Agency, and subsequently QinetiQ, he led advanced radar and electronic intelligence systems developments before serving as Director of Engineering at a small enterprise in the embedded computing industry.

Mr. Bosworth earned a Masters in Electronic Engineering with Business Management from The University of York (U.K.) in 2001 and is a U.K. Chartered Engineer.



# Technology & Disruption Drives Ecosystem Change in Automotive Video on Demand



The automotive industry is at an inflection point. Across the landscape consumer preferences are shifting and technology innovations are pushing drastic changes in vehicle architecture and performance. These shifts, in combination with the COVID crisis, have impacted major pillars of the automotive market: vehicle electrification, infotainment and autonomous navigation.



## Patrick Morgan, Vice President & General Manager

### Automotive

Patrick Morgan, Vice President & General Manager of Automotive at Analog Devices, a leader in analog/mixed-signal ICs, software, and systems. Patrick has more than 25 years of experience successfully developing, growing, and managing businesses in the automotive, consumer, and industrial markets. His prior experience includes NXP and Freescale Semiconductor, where he established and grew its position in Advanced Driver Assistance Systems (ADAS). Prior to Freescale, Patrick was Vice President at Javelin

Semiconductor, a power amplifier startup company, leading its growth from inception to successful acquisition by Avago in 4 years. Patrick also led wireless products at Silicon Labs, growing from zero to \$1B+ in mobile handsets in the early 2000s. Patrick holds 7 patents and a Ph.D. in Electrical Engineering from Stanford University.



# THE VALUE OF THE REAL TIME INTELLIGENCE IN THE PHYSICAL WORLD

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The concepts of “edge processing” or the “intelligent edge” will be one of the most important trends in semiconductors for the next decade – but, what does this actually mean? ADI’s CTO Dan Leibholz will discuss the opportunities and challenges when it comes to bringing more intelligent sensors into factories, cars and even hospitals and how customers are navigating these increased complexities.



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# TECHNOLOGY INNOVATIONS WILL USHER IN THE NEXT GENERATION OF PATIENT-FOCUSED CARE

## Video on Demand



The healthcare industry is at a historical cross-road. There is a massive shift in how care is provided – from reactive models to more of population health based efforts, which are aimed at driving more efficient patient outcomes. By putting the patient at the center of the healthcare system, this means that a major influx of new ideas and technologies will need to come to life that balance providing clinical grade data, without overwhelming the system. ADI's SVP of Healthcare, Pat O' Doherty, shares his thoughts on this shift and some of the latest efforts helping shape the future of healthcare.



### Patrick O'Doherty, Senior Vice President

#### Digital Healthcare

Patrick O'Doherty is the Senior Vice President of Digital Healthcare at Analog Devices. He is responsible for shaping the company's strategy to enable global advances in healthcare with a combination of high-performance silicon and integrated system-critical products and services. Prior to this he served as Vice President of the Emerging Business and Technology group for five years. During his time in that role he built and led Analog Garage, the organization's corporate incubator and venture program. Patrick has held a number of engineering, manufacturing, marketing and product line leadership positions, including five years as Vice President and General Manager of the Healthcare segment and has led a number of successful internal start-up businesses. Patrick holds a Bachelor of Engineering degree from University College Cork, Ireland and a Master of Business Administration degree from Northeastern University, Boston, MA.



# 2021 Global Megatrends Discussion with Arrow Electronics Video on Demand



Q&A discussion with Aiden Mitchell, Vice President Engineering Services at Arrow Electronics. Aiden gives his thoughts on the megatrends of 2021 and Arrow Electronics' role in delivering technology solutions in these spaces. Aiden also discusses impact of Digital Health in our lives, connected homes and power solutions for a greener world.



## Aiden Mitchell, Vice President Engineering Services

### Arrow Electronics

Aiden joined Arrow in 2011 and has over 20 years of sales and general management experience in the technology sector. During his time at Arrow, Aiden has also led the Intelligent Systems Business Unit, which centers on embedded processing, wireless and sensor products and was Vice President, Semiconductors running marketing, assets and operations for that business segment in the Americas region. Aiden led our global IoT initiative from 2016-19 and the learning from which drove the company's investment into engineering services and professional services. Prior to Arrow, Aiden worked in leadership roles at Freescale Semiconductor, Motorola SPS and Analog Devices and has served assignments in the United States, Canada, Europe, and China.



# Rimac and Analog Devices: Our Collaboration and the State of Electric Vehicles

## CES Video on Demand



At the center of the world's push to a more sustainable, electrified future is the electric vehicle (EV). Gain insights from Rimac and Analog Devices executives including how EVs are entering the mainstream, how they're helping the auto industry reduce its carbon footprint, and how technology from Analog Devices is helping power Rimac's completely electric C\_Two model hypercar.



### **Greg Henderson, Senior Vice President Automotive, Communications & Aerospace & Defense Group**

Dr. Greg Henderson was appointed Senior Vice President of the Automotive, Communications and Aerospace & Defense Group in 2017. Prior to this role, Dr. Henderson served as vice president of the RF and Microwave business unit, responsible for the creation and execution of Analog Devices' strategy for its full suite of RF and microwave products and solutions.

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Dr. Henderson earned a B.S. in electrical engineering from Texas Tech University and was granted a Ph.D. in electrical engineering from the Georgia Institute of Technology. He holds seven patents in wireless communications and semiconductor technologies and has published over 20 conference and journal papers.



### **Roger Atkins (Moderator) Electric Vehicles Outlook Ltd.**

Roger is a LinkedIn Top Voice for the electric vehicle industry and has been sharing a long-standing narrative on vehicle electrification for many years attracting almost 300,000 followers along the way. Encompassing the key quartet of changes that have rapidly emerged - connected, shared, autonomous and electric, his blog posts are read and engaged with over a million times every few months. His knowledge and opinion is sought out by business and media alike, and he regularly appears on the international stage as a front-man for events relating to clean-tech activities.



# Rimac and Analog Devices: Our Collaboration and the State of Electric Vehicles

## CES Video on Demand



During his 30 years in automotive he's spent time within manufacturers, start-ups and suppliers, and therefore has a comprehensive understanding of the past, present, and the likely future. For the past five years he has run the independent consultancy Electric Vehicles Outlook Ltd.



### **Matija Gracin, Director of Components R&D**

#### **Rimac Automobili**

Matija Gracin is the Director of Components R&D at Rimac Automobili. He has more than 10 years of professional experience in R&D of hardware and software development for electric vehicles and electric hybrid vehicles. Matija holds a Master of Electrical Engineering from the Faculty of Electrical Engineering and Computing, Zagreb, and is currently finishing his MBA at Cotrugli Business School. Matija started his career at an IT company as an embedded software engineer developing card payment software. He joined Rimac Automobili in 2011 as Lead Software Engineer and after less than one year moved to the position of Head of Electrical Engineering. He was named Director of Components R&D in 2016.

At Rimac Automobili Matija has developed over 10 electrical, state-of-the-art components and managed the entire lifecycle of product development for more than 50 other components. In addition, he has designed and developed most of the software on more than 10 electric vehicles, two of which have reached a serial production phase (including full powertrain and battery control).

As one of the main contributors to the company's development, Matija Gracin has seen Rimac Automobili grow from a team of six people working in one garage to a company of more than 800 employees.

### **Patrick Morgan, Vice President & General Manager**

#### **Automotive**

Patrick Morgan, Vice President & General Manager of Automotive at Analog Devices, a leader in analog/mixed-signal ICs, software, and systems. Patrick has more than 25 years of experience successfully developing, growing, and managing businesses in the automotive, consumer, and industrial markets. His prior experience includes NXP and Freescale Semiconductor, where he established and grew its position in Advanced Driver Assistance Systems (ADAS). Prior to Freescale, Patrick was Vice President at Javelin Semiconductor, a power amplifier startup company, leading its growth from inception to successful acquisition by Avago in 4 years. Patrick also led wireless products at Silicon Labs, growing from zero to \$1B+ in mobile handsets in the early 2000s. Patrick holds 7 patents and a Ph.D. in Electrical Engineering from Stanford University.

