



Willard Tu

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Willard Tu is a Senior Director at Xilinx, where he leads global business development, product planning, and marketing strategies for the company's automotive business. Tu has spent over two decades at the axis of the semiconductor, automotive and computing industries. He was previously at Arm, where he evangelized CPU IP and developed ecosystems to support Arm's growth in automotive. At NEC Electronics, (now Renesas), Tu led the North American Automotive sales and marketing teams, growing sales to over \$150 million. Tu holds a BS degree in Electrical Engineering from the University of Michigan and an MBA from the University of Phoenix.

About Xilinx

Xilinx develops highly flexible and adaptive processing platforms that enable rapid innovation across a variety of technologies – from the endpoint to the edge to the cloud. Xilinx is the inventor of the FPGA, hardware programmable SoCs and the ACAP, designed to deliver the most dynamic processor technology in the industry and enable the adaptable, intelligent and connected world of the future. For more information, visit www.xilinx.com.