

Keynote Address

Innovation and Wealth Creation from Technology

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Sir Robin Saxby was involved in founding ARM and joined the Company full-time in February 1991 as President and Chief Executive Officer, becoming Chairman in October 2001. Prior to ARM, he was with ES2, Motorola Semiconductors and Henderson Security Systems Limited. He has also served as Chairman of the Open Microprocessor Initiative Advisory Group, which advised on collaborative R&D activity within Europe. He holds a BEng in Electronics and is a chartered engineer, Hon FIEE and FREng. He has received an honorary doctorate from the University of Liverpool where he is a Visiting Professor, has honorary doctorates from Loughborough University and the University of Essex, and has received the Faraday Medal of the IEE (Institution of Electrical Engineers). He was knighted in the 2002 New Year's Honours List. He currently serves as Deputy President of the IEE, where he is also a trustee. He is a non-executive director of Glotel plc.

Abstract - Innovation is a key driver in today's high technology businesses. But what is innovation? And what does it take to turn a good idea into a business success story? In this talk I'll take a look at a number of innovative products and show what's made them into winners. And by using ARM as an example, I'll describe how a business can be built around innovation and how ARM developed a unique business model to exploit its key advantages. But once a company is successful, how do you maintain a competitive advantage? I'll describe how a culture for innovation can be developed – and then look at where innovation might take us with a glimpse into the future. This will include a brief look at the critical importance of innovations in the field of test to the success of the processor core business as we move into the era of 65nm and below.