

Presenter



Hank Lai

Mobile Storage Product planning
Samsung Semiconductor

Hank Lai is a senior manager on the memory product planning team of Samsung Semiconductor Inc. With more than 15 years in the semiconductor industry, Hank is responsible for Samsung's Mobile Memory Solution product planning, and enabling the mobile ecosystem market primarily for UFS/eMMC, Low Power DDR, memory subsystem architecture and related technical marketing. He also focuses on the memory wafer/die business and MCP/POP/SIP package strategic planning. Mr. Lai holds a Master of Science degree in Electrical Engineering from University of Southern California.