



## Dr. Jeongdong Choe

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Dr. Jeongdong Choe is a Senior Technical Fellow and SVP at TechInsights. He has 30+ years of hands-on experience in the semiconductor industry, R&D, and reverse engineering analysis on DRAM, NAND/NOR FLASH, SRAM/Logic, Packaging, and Emerging/Embedded Memory devices such as MRAM/STT-MRAM, PCRAM, XPoint, ReRAM, and FeRAM. He worked for SK hynix and Samsung Electronics for over 20 years. He has manufacturing and R&D expertise in high technology, including direct experience in the semiconductor process flow, process integration, unit process, and tools for photomask, photolithography, plasma/wet etching, cleaning, CMP, deposition, implantation, diffusion, and annealing. He joined TechInsights and has been focusing on technology, device, and architecture design analysis. He regularly publishes semiconductor technology and market-related articles, technology trends, and roadmaps. He also delivers annual memory seminars, memory technology updates, keynotes, and talks at TechInsights on-/off-line seminars and global conferences.