

Dr. Lisa Su
President and CEO



As President and CEO of AMD, Lisa Su is driven by one simple goal: ensure that the brightest engineering minds who call AMD home are focused on developing high-performance compute, graphics, and visualization technologies that will change the world.

By age 10, Lisa developed a taste for engineering by taking apart and fixing her brother's remote control cars to see how they worked. However, during her freshman year at MIT in 1986 when she took a position as an undergrad research assistant manufacturing test silicon wafers for graduate students, she came to truly understand the power and potential of semiconductors. She focused her remaining education, including a masters and doctorate from MIT, on understanding and advancing state-of-the-art semiconductor device technologies. It was during this period when Lisa began to see a future defined by semiconductors becoming intertwined with nearly every aspect of daily life.

Throughout her career, Lisa has established herself as a pioneering engineer in the semiconductor industry and a trusted leader. Lisa spent the majority of her early career at IBM, starting first as a research staff member with a specialty in device physics. In 2002, MIT Technology Review named Lisa a "Top Innovator Under 35" in part due to her foresight in forming the company's Emerging Products group and passion for merging technology with new applications. In addition to this leadership role, she was also a driving force behind IBM's work to replace the industry standard aluminum interconnects that were used in nearly every major chip with copper, a major industry advancement that fueled the development of higher-performance and more energy efficient chips. Lisa then held the role of chief technology officer at Freescale, where she led the company's R&D efforts before being entrusted by CEO Rich Beyer with leading the company's networking-chip business. In this capacity, she led Freescale's embedded processing and communications processor business to a leading market share position.

Since joining AMD in 2011, Lisa has made contributions that have been instrumental in strengthening the company's leading technology IP, products, and customer relationships. She worked closely with Microsoft and Sony to place semi-custom AMD chips inside the hugely successful Xbox One and PS4™ game consoles, solidifying AMD as a core technology provider in all of the current-generation game consoles. She led key elements of AMD's strategy to diversify beyond the traditional PC market into adjacent markets – where the company's leadership IP gives it a competitive advantage – resulting in approximately 40 percent of AMD's revenue coming from non-PC markets in 2014. Lisa remains a driving force in setting AMD's strategic vision to become the recognized leader powering the life-changing products and experiences that allow users to create, consume, store, process, and share seamlessly across billions of interconnected devices.

Lisa joined AMD because she believes the company has a rich history of being at the leading edge of technology and possesses an extraordinary combination of technology assets, engineering talent, and intellectual property to lead the next wave of innovation. Her conviction in that belief grows stronger every day as she leads AMD and the industry forward.