

MICRO AND NANOMECHANICS LABORATORY

Tuesday, April 9 at 11 am in Ford ITW Conference Room

Busbee (Buzz) Hardy
Business Development Manager
MEMSCAP Inc.

Will be speaking on

What I've Learned Over Two Decades in MEMS



Abstract: What do Sean Penn, Justin Bieber, Bob Marley, and MEMS have in common? Come listen to an insightful talk from a MEMS industry veteran on the evolution of the MEMS industry over the past 20 years from a foundry's perspective. You'll gain a unique take on MEMS development, the impact of the Telecom overhype, the fight to establish standards, and how to navigate the pothole-filled road to Production (and how to avoid flat tires – *hint: it's not with MEMS tire pressure sensors!*)

Bio: Busbee (Buzz) Hardy is currently the Business Development Manager for MEMSCAP Inc. Buzz manages all commercial development programs spanning optical, biomedical, and automotive industries, and the Multi User MEMS Program (MUMPs) as part of his duties. Buzz has extensive experience in the marketing of MEMS. He is currently a member of the iNEMI Technology Working Group and contributed to the group's recent MEMS Roadmap. He has contributed to many textbooks, papers and articles on MEMS. Buzz joined the MEMS group at MCNC in 1996 to oversee the group's business efforts. Since then, he has held several key roles in support of the organization's sales and marketing activity. He is based in the company's Research Triangle Park, NC Custom Products business unit. Prior to entering the MEMS industry, Buzz worked in sports marketing for several professional baseball organizations. Buzz received a B.A. in Communications from California State University, Chico.

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