THURSDAY KEYNOTE ADDRESS

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FPGAs Enter the Mainstream

Abstract: A few years ago field programmable gate arrays (FPGAs) were expensive, slow and small. But thanks to recent breakthroughs in technology, FPGAs today offer tens of millions of system gates, they operate at 200 MHz or more and they cost less than $10. Meanwhile, FPGA software tools are faster than ever, compiling million-gate designs in 30 minutes and contributing to significant improvements in the productivity of digital logic designers. Even more FPGA advancements are on the horizon: embedded processors, high-level language support, remotely configurable hardware, and fast serial I/Os. With this accelerating pace of change, the CEO of Xilinx believes it's feasible that programmable logic will be an integral part of all digital electronic products within the next decade.

Biography: Willem P. "Wim" Roelandts has served as president and chief executive officer of Xilinx since January 1996. He is responsible for formulating the company’s overall strategy, vision and focus necessary for Xilinx to continue its pace of rapid growth and expansion.

During Roelandts' tenure at Xilinx, revenue has tripled to about $1.5 billion. Today Xilinx is widely recognized as one of the best managed and most financially sound high technology companies in the world. In 2000, BusinessWeek ranked Xilinx the sixth most profitable company in the magazine's listing of the top 100 information technology companies. FORTUNE recently added Xilinx to the magazine's coveted list of the top 100 companies to work for. And Forbes magazine now includes Xilinx in its list of America’s 400 best big companies. Under Roelandts' leadership, Xilinx has also become the leading supplier of programmable logic chips, one of the fastest growing segments of the overall semiconductor industry. Market researcher Dataquest now ranks Xilinx as the sixth largest supplier of custom logic chips in the world. Since joining Xilinx, Roelandts has played an increasingly active role in industry affairs. He serves on the board of directors of the Semiconductor Industry Association and the Technology Network, and he is president of the Fabless Semiconductor Association. Roelandts also frequently acts as a keynote speaker at industry conferences and trade shows.

Roelandts joined Xilinx after a 30-year career in management at Hewlett-Packard Co. In his last position there, he served as senior vice president and was responsible for all aspects of HP’s then $6 billion worldwide computer systems business, including research and development, manufacturing, marketing, professional services and sales. Roelandts joined Hewlett-Packard in 1967 as a service engineer in Belgium. He was promoted to customer-engineering/systems engineering manager in 1973. In 1975, he was transferred to HP’s former Grenoble (France) Division where he was product support manager, European support center manager and research and development manager.

In 1982, Roelandts was named operations manager for the Grenoble Networks Operation. In 1983, he was named R&D manager for HP’s Information Networks Division in Cupertino, California. He was promoted to division general manager in 1984, and to general manager for the Information Networks Group in 1985. Roelandts was elected as HP vice president in 1988 and became general manager of the Computer Systems Group later that year. He was named general manager of the Networked Systems Group in 1990 when HP realigned its computer business activities and was named general manager of the Computer Systems Organization in 1992. He was elected a senior vice president in 1993.

Roelandts was born January 4, 1945, in Lennik, Belgium. He earned his bachelor’s degree in electrical engineering from Rijks Hogere Technische School in Anderlecht, Belgium, in 1965.