

**David Ridsdale** has been editor in chief of EuroAsia Semiconductor and related products for over six years. Prior to this he was editor of Semiconductor Fabtech. In that time he has developed three new magazines and a number of online services for the microelectronics community. David has being a strong supporter of the European based microelectronics community and has moderated at a number of European led initiatives.

David comes from an eclectic background, actually starting as a psychiatric nurse in Australia before entering journalism and writing via the Australian film industry. One of the first students in a writing course geared to film and television he worked in a variety of roles in film and television in Australia before combining a natural love of technology and writing. On arriving in England eight years ago, David joined the semiconductor industry and has become a well recognised commentator on the industry.

David has developed a reputation for interviewing key industry figures and enabling a more human presentation of the work of important individuals in the industry. When conducting profiles of individuals and companies he is likely to delve beyond the technical and business aspects and draw out the personality of the company or individual, as who people work with is as important as the knowledge they bring.