

# LEADERS *of* TOMORROW

ELECTRICAL AND COMPUTER ENGINEERING, UNIVERSITY OF TORONTO

## Engineering Entrepreneurship Series

**"4 wins - 0 losses: Is there a formula?"**

**Speaker: Xerxes Wania**

**October 16, 2007 at 5 pm, in SF1105**



**Xerxes Wania will discuss his involvement in 4 successful start-ups in the past 9 years. Was it luck, strategy, formula, technology, or just common sense? Xerxes will talk about each of the 4 companies he was involved with, commenting on what worked and didn't work, and what he thinks increases the odds of success.**

Xerxes is the President and C.E.O. of Sidense Corp., a company that provides non-volatile memory intellectual property targeted to Logic CMOS processes. Xerxes has over 15 years of experience in marketing, sales and engineering in the semiconductor intellectual property industry. Prior to Sidense, he was the Director of Mixed-Signal Marketing at Synopsys (NASDAQ: SNPS) where he was responsible in marketing and business development activities for Synopsys' mixed-signal semiconductor IP products. Prior to Synopsys, Xerxes was the President of inSilicon Canada and Vice President of Mixed-Signal Business for inSilicon (NASDAQ: INSN) worldwide. InSilicon was a semiconductor IP market leader before being acquired by Synopsys

in 2002. Xerxes successfully grew in Silicon Canada into a profitable business and in 2001 was listed among the Top 50 Canada's Hottest Startups. Xerxes was also previously the founder and CEO of Xentec Inc, a successful Intellectual Property company in Ontario, Canada. He graduated from the University of Toronto in 1989 and has a degree in MAsc, Electrical Engineering. He has served on the Board of Advisors of SiWorks Inc. (acquired by Cygnus Communications in 2005), and Videolocus (acquired by LSI Logic in 2002). In 2004, he was awarded the Entrepreneur of the year, by the World Zarathushti Chamber of Commerce and has been featured in the Who's Who of Technology Executives-2000/2001.