

MSc STO | INDUSTRY GUEST LECTURE SERIES

From Sand to Intelligence: The Evolution of the Semiconductor and Memory Industry

The technology shaping the AI era, Singapore's role
in its future, and a career built through change

16 OCTOBER 2026 | 6:00–7:00 PM | SDE3-LT424

Ms Cher Whee Sim

Vice President, People Strategy, Technology, Workforce AI Transformation

MICRON TECHNOLOGY



NUS
National University
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National University of Singapore

From Sand to Intelligence: The Evolution of the Semiconductor and Memory Industry

ABOUT THE TALK

Semiconductors power nearly every aspect of modern life, from connected devices and cloud computing to the rapid rise of artificial intelligence. This lecture explores the evolution of the semiconductor and memory industry, why memory has become critical to unlocking AI performance, and how Singapore is strengthening its role in advanced manufacturing, R&D and talent development. Drawing on more than three decades in the industry, Cher Whee Sim will also share her journey from NUS Chemistry graduate and engineer to a global leadership role, together with practical lessons on navigating change, building future-ready skills and creating a meaningful career in a fast-evolving industry

KEY TOPICS

Semiconductor Industry Evolution · AI and the Memory Supercycle · Micron and Singapore · Advanced Manufacturing and R&D · Building a Future-Ready Career

Connecting classroom learning with semiconductor industry practice

Ms Cher Whee Sim

Vice President, People Strategy, Technology and Workforce AI Transformation - MICRON TECHNOLOGY

ABOUT THE SPEAKER

Cher Whee Sim is Vice President of Strategy, AI and Workforce Transformation at Micron Technology, where she leads transformation at the intersection of workforce strategy, AI-enabled productivity and next-generation talent innovation.

Her career spans more than three decades in the semiconductor industry. Before joining Micron in 2010 following its acquisition of TECH Semiconductor, she held roles across engineering, planning, finance, knowledge management and human resources. She has since held regional and global leadership positions of increasing responsibility at Micron.

An NUS Chemistry alumna, Cher Whee also contributes to Singapore's broader talent and workforce ecosystem, including as a Board Member of Singapore Polytechnic and through her involvement in industry workforce initiatives. Her cross-functional career journey and progression from engineer to vice president are reflected in the lecture content

HIGHLIGHTS

- 30+ YEARS – Semiconductor Industry Experience
- AI & TRANSFORMATION – Workforce Strategy & Innovation
- INDUSTRY LEADERSHIP – Semiconductor Talent & Workforce Development
- NUS ALUMNA – Bachelor's Degree in Chemistry

Learn from the people shaping the semiconductor industry