

Nomination: 20367

Wendy Chen, MSquare Technology CEO

**Page: General Information**

**Name of Organization / Company**

MSquare Technology

**Logo**

Download File ([https://asiastevieawards.secure-platform.com/file/31548/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjozMjU0OCwiYWxsY3dOb3RtaWduZWVcmwiOiJGYWxzZSI6ImlnbMSquare\\_logo.png](https://asiastevieawards.secure-platform.com/file/31548/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjozMjU0OCwiYWxsY3dOb3RtaWduZWVcmwiOiJGYWxzZSI6ImlnbMSquare_logo.png))

**Web Site Address**

<https://www.m2ipm2.com/> (<https://www.m2ipm2.com/>)

**Page: Entry Information**

**Entry Title**

Wendy Chen, MSquare Technology CEO

**Category**

X01 - X15 - Individual Professionals > X15. Most Innovative Woman of the Year

**Submission Format**

An Essay of up to 625 Words

Essay

Introduction

Wendy Chen is the Founder and CEO of MSquare Technology, a leading semiconductor startup renowned for its groundbreaking innovations. With over 20 years of experience in the semiconductor industry, Wendy has held senior leadership roles at prestigious companies such as Siliconware Precision Industries, Tongfu Microelectronics, Synopsys, and Alchip Inc. She holds an MBA from The University of Manchester, and her unique blend of technical expertise and visionary leadership has been pivotal in advancing semiconductor technology while fostering diversity in leadership roles.

Innovation Achievements

In 2021, Wendy founded MSquare Technology with a mission to create a meaningful impact for future generations, particularly inspiring women in tech. As a mother of three, Wendy is passionate about building a legacy that not only drives industry innovation but also inspires young women to pursue leadership roles in tech. "Building something for the future, especially to inspire the next generation of women, motivated me to take action," Wendy shared.

Under Wendy's visionary leadership, MSquare has grown rapidly, employing over 150 people, 80% of whom are dedicated to R&D. The company's IP products, validated across process nodes ranging from 5nm to 180nm, have been successfully implemented in collaboration with five leading foundries, covering more than 400 nodes. Key milestones in MSquare's technological journey include the tape-out of ONFI 5.0 on 12nm (October 2022), LPDDR4X on 12nm (February 2023), LPDDR5X on 6nm (May 2023), and UCle on 12nm (September 2023). In 2024, MSquare reached new frontiers with the launch of the Chiplet IO Die solution in June, ONFI 5.1 on 5nm in August, and the revolutionary D2D 2.0 (UCle 1.1) based on 6nm, delivering 32 Gbps and 1 Tbps of bandwidth. MSquare stands at the forefront of semiconductor IP design, shaping the future of technology.

The company is also making strides in AI, data centers, and automotive electronics, having filed 78 patents since its inception and securing 5 critical system certifications. This establishes MSquare as a technological leader in its field.

Leadership and Recognition

Wendy's leadership has earned her widespread recognition. In March 2023, she was awarded the "Most Notable Female Entrepreneur" by CYZONE, followed by the "Outstanding Entrepreneur" award from the local government in February 2024, and the "Rising Star Mulan" award from media China Entrepreneur in April 2024.

Wendy leads with a philosophy of "servant leadership," placing herself in the center to guide her team, stating, "I'm in the middle, but in a lower position—like water flowing toward me, the strength naturally gathers." Her approach prioritizes motivation over decision-making, believing her role is to inspire her team: "My job is to motivate, not to decide." Wendy fosters an environment where mistakes are seen as learning opportunities, stating, "We encourage employees to share their mistakes, just don't make the same one twice." This leadership style has cultivated a culture of collaboration, innovation, and continuous growth, empowering her team to achieve remarkable technological advancements.

Charity and Social Responsibility

Wendy has consistently demonstrated a commitment to social responsibility. During the COVID-19, she took proactive steps to protect her employees and partners, donating protective supplies to MSquare's staff and collaborating companies. Wendy has also made significant contributions to various charitable organizations, including local charities and the Red Cross, supporting vulnerable communities during times of hardship. Her belief in balancing business success with social good is a cornerstone of her leadership philosophy.

Conclusion

Wendy Chen's leadership at MSquare is a model of innovation, business success, and social responsibility. Her dedication to advancing semiconductor technology, empowering women in leadership, and giving back to her community makes her a transformative leader. Wendy's accomplishments not only exemplify exceptional innovation but also demonstrate a profound impact on her industry, making her a standout candidate for the Innovative Woman of the Year Award.

For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Credits

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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**Do You Have Website URLs you would like to link to**

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