

CHEMICAL ENGINEERING

LEADERSHIP SEMINAR SERIES

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VP, Consumer Electronics, Amazon

Why many (most?) chemical engineers wind up in roles having nothing to do with chemicals or engineering.

ABSTRACT: When I was a ChE junior at UW I assumed a chemical engineer worked for a chemical company...for their entire life. I also assumed every metropolitan city had many, traditional chemical engineering jobs. The bad news is that I was wrong on both accounts. The good news is that the concepts of process control, conservation of mass, activation energy, autocatalytic reactions, and grain boundaries apply to styrene, fruit snacks, and even artificial intelligence. The better news is that the problem solving techniques, teamwork, work ethic, integrity, and analytical mindset you are learning will serve you well not only in R&D and manufacturing but also in sales and marketing ... and life in general. If I could go back in time, I would share the following secrets with my ChE junior self...

BIOGRAPHY: Dave was a chemical engineer that evolved into a sales and marketing leader. What started as a love for building products became an obsession with those products' customers. First those products were chemicals, then consumables, and now consumer electronics. He currently helps millions of customers everyday by making their lives more fulfilling, more affordable, and more fun through Amazon's branded consumer electronics: Kindle e-readers, Fire tablets, Fire TV streaming media players, and Echo voice assistants. His team names and positions those products and services, sells them through Amazon.com and retailers like Best Buy and Target, predicts how many they're going to sell and where, and helps customers get the maximum value and enjoyment out of them.

LECTURE 02:30 • BAG 261
RECEPTION 3:30 • Benson Lobby



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