



## Jerry Shen

### Chief Executive Officer

#### **What strategies have you implemented at your organization to contribute to it being named a 2018 Thomson Reuters Top 100 Global Technology Leader?**

At ASUS, our strategy is to employ a “start with people” approach to product design, focusing on creating value for users. As a result, we have an excellent track record of technology breakthroughs. We make the world’s best-selling and the most award-winning motherboards and graphics cards, our consumer notebook brand is No.1 in the Asia-Pacific region, and the ZenFone family has become a leading smartphone brand in many parts of the world.

#### **What does technology leadership mean to you?**

In order to become a leader in the tech industry, one must be passionate about technology, have a rich history of innovation, and persistently continue to innovate to perfect one’s products and services. A company not only needs to understand the rapid pace of ever-evolving technologies, but also proactively explore new fields. Our commitment to innovation turns ideas into reality, and Zenbo, our first companion robot, illustrates that commitment. Technology leadership also means setting new industry trends and a high bar for quality. ASUS revolutionized the PC industry with EeePC, a mobile computer that created the netbook category. Following this success, we introduced Transformer Book, the world’s first 2-in-1 tablet and notebook.

#### **How is the changing technology landscape impacting your business?**

As is the nature of our industry, we have experienced numerous transformations over the last three decades. Our philosophy of using Design Thinking in everything we do has also evolved to include real-time consumer feedback. The process of perfecting a product does not end at the factory. The ZenFone family of smartphones, for example, has undergone a series of transformations throughout time that reflect what consumers wanted.

#### **What does the future of technology look like to you and your organization?**

ASUS is passionate about technology and driven by innovation. We dream, we dare and we strive to create an effortless and joyful digital life for everyone. As a company, we aspire to become the world’s most admired leading enterprise in the new digital era. Our current and future projects include investing in new fields, such as AI, IoT, and robotics, to reach our goal of creating a seamless and joyful digital life for consumers.

