



LI-JIN CHEN

Critic
DISC Type : C

Director of Engineering at Siemens EDA (Siemens Digital Industries Software)
San Jose, California, United States

Overview

Li-Jin Chen is the Director of Engineering at Siemens EDA, specializing in computational lithography and metrology. A PhD graduate from MIT, he is a published researcher with deep expertise in applying machine learning and advanced regression to enhance Optical Proximity Correction (OPC) modeling, previously leading R&D teams at Synopsys and TSMC.

He was awarded the prestigious Taiwan Merit Scholarship for overseas graduate studies and is an Honorary Member of the Phi Tau Phi society, recognizing him as a top 3% graduate.

👉 Personality Overview

Negotiator

Objective Thinker

ROI Driven

They choose to analyze logically and value facts to emotions. They are quite likely to negotiate on pricing or other key terms. They like to do things independently and don't look for support from others.

👉 Topics They Care About

AI in OPC Modeling

He has authored multiple publications on using machine learning, neural networks, and deep reinforcement learning to improve the accuracy and efficiency of OPC models for advanced nodes.

Computational Lithography

His entire career at Siemens, Synopsys, and TSMC has been dedicated to catalyzing innovation in computational lithography and mask synthesis for semiconductor manufacturing.

Semiconductor Innovation

His research consistently focuses on solving challenges for advanced DUV and EUV lithography nodes as feature sizes continue to shrink in the industry.

Engineering Leadership

[Predicted] His career progression from staff engineer to a Director role at leading EDA companies demonstrates a focus on leading and empowering high-performing technical teams.

Academic Research

He is a frequent author and contributor to technical conferences like SPIE, sharing his research on the practical application of advanced modeling techniques.



Media Appearances

Li-Jin has no verified media appearances

Work History

- 5-2025
Director of Engineering at Siemens EDA (Siemens Digital Industries Software)
- 9-2021 - 5-2025
Software Architect at Synopsys Inc
- 10-2019 - 9-2021
Senior Manager, R&D at Synopsys Inc
- 7-2019 - 9-2019
Senior Staff Engineer at Synopsys Inc
- 3-2018 - 6-2019
Manager, Computational Lithography and Machine Learning at TSMC

Education

- 2007 - 2011
PhD from Massachusetts Institute of Technology
- 2003 - 2005
MS from National Taiwan University

More Information

Social Presence :



Prographics :

Exp : **13** Location : **San Jose, California, United States** Job Level : **Mid-senior**

Designation : **Director of Engineering at Siemens EDA (Siemens Digital Industries Software)**

Insights For Selling To Li-Jin

👉 During A Call Or A Meeting

DO's

- Keep some extra margin while sharing pricing, they are likely to negotiate later
- Use phrases like 'expect X% improvement', 'data clearly shows' etc.
- Be ready for penetrating questions and critical examination of your pitch

DONT's

- Avoid pushing them too much to involve other stakeholders unless it is critical
- Avoid phrases like 'trust me', 'others just love' etc.
- Make extra effort to not seem pushy or confrontational

👉 When Cold Calling

Insights

Pattern Interrupt: Speaking in a slightly hesitant manner, and seeking their permission at the start through a negation can get you a chance.

Pace: Speak slightly fast, especially if you tend to be calm and confident. Sound like a 'knows their domain' person.

Tone: Keep your tone slightly apprehensive, as if you are a little unsure about calling them.

Tactics To Win: Use of negations, giving full information

Mistakes To Avoid: Use of superlatives, overusing social proof

Making The Ask: Use negations, it is extra effective with them. It gives them a chance to say no, they like doing that.

Subconscious Driver: They believe they know a lot, so it needs to make sense as well as make them curious. They need to think that it is something worth investigation.

Script

Greeting: Hi Li-Jin, this is [user_fname] at [user_companynamewordstwowords].

Opener: You probably don't want to be on this cold call, would it be a problem if I asked for 30 seconds of your time?

Introduction: My company has leveraged 30+ years of research to build an AI that can predict anyone's personality, behavior and decision-making style before you even spend a minute with them.

Ask: Companies like [abc], [xyz] have been able to move [KPI1] by X% and [KPI2] by Y%. Would it be too much to put 15 minutes on your calendar to share why this could be high ROI for you?

Close: Can I suggest [time1] on [date1]? Or would you prefer any other slots? And [prospect_email] would be the right email ID for you?

👉 When Writing An Email

Subject: Objective

Example: Getting personalization right, '40% increase' etc.

Salutation: Yes (Something usual)

Example: Use 'Hi' or only the first name

Greeting: No

Example: Skip lines like 'I hope you are doing well'

Emojis/GIFs:

Bullet Points: Recommended

Closing Line: Logically summarize/ask

Example: Something like 'If these points make sense, shall we speak tomorrow?'

Complimentary Close: None or formal

Example: Something simple like 'Thanks', or nothing at all.

Tone of Words: Objective, informational

Overall Messaging: Focused on allaying doubts and ROI

Length of Mail: Short

Example: Ideally upto 100-120 words

👉 While Negotiating & Closing

The secret to closing fast with Li-Jin is

- *Proven ROI, pricing and objective proof points are the factors that sway their decision.*

Will you ever get a clear answer from Li-Jin

- *They are comfortable saying no if they are convinced that it is the correct decision.*

Insights For Deal Planning

How Fast (Or Slow) Will Li-Jin Move?

- *They are neither the fastest nor the slowest decision makers, they are somewhere in the middle.*

Can Li-Jin Take Some Risk Or Not?

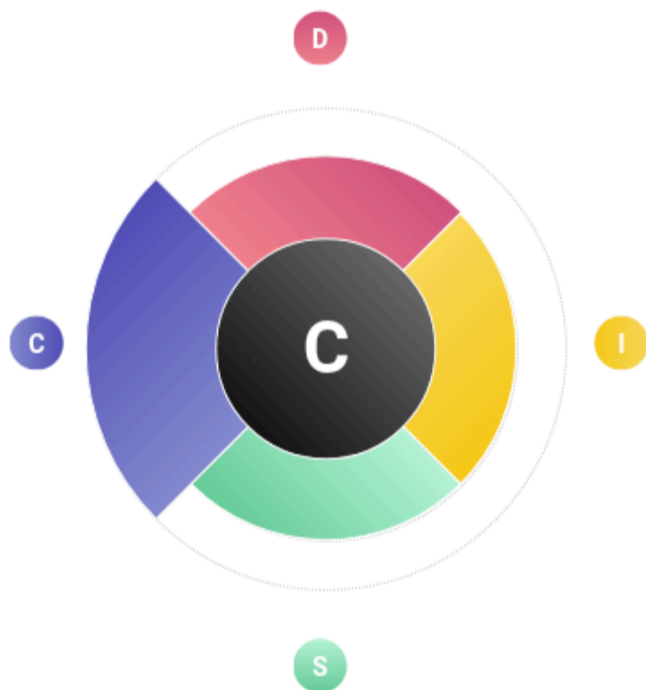
- *They can bear some risk if their analysis backs the decision.*

You And Li-Jin

Personality Compatibility

Not enough data to show compatibility comparison

DISC Profile : Li-Jin's Key Traits



CALCULATIVENESS

Calculativeness(C) reflects the degree to which a person is likely to be cautious, systematic and analytical. Those scoring high tend to emphasise quality and accuracy, enjoy showing off their expertise or challenging assumptions but can sometimes overanalyze things and be overcritical.