

Guest speaker series
Internet of Things for Engineers
Spring 2025
<https://gwu-mae6291-iot.github.io/spring2025/>

Chowdary Yanamadala
Technology Strategist
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Chowdary Yanamadala is a technology strategist at Arm, a Softbank company, where he is responsible for analyzing emerging technology trends, market landscape, and consumer behavior to predict how computing will evolve and influence Arm's overall strategy. In addition to his role at ARM, Yanamadala serves as a board member of the IoT technology working group and as a founding board member of the Artificial Intelligence technology working group at the Global Semiconductor Alliance (GSA). He also sits on the boards of several technology companies and professional industry associations.

Before joining Arm, Yanamadala served as CTO and SVP of ChaoLogix, a company that was acquired by Arm in 2017. Previously, he held the position of Business Director at Maxim Integrated, where he led and advanced the Embedded Security business unit, with P&L responsibility for a product line with annual revenues of approximately \$140 million.

He also served as Director of IC design for the Embedded Security business unit at Maxim and was responsible for leading the design and market introduction of several successful product lines. In addition to his role at Arm, Yanamadala advises three startups in the areas of IoT, data analytics, and fintech.

Yanamadala holds an MBA from Cornell University and is trained in Electrical engineering at Texas A&M University (MSEE) and Osmania University (BSEE). He has about 20 patents either granted or pending. Yanamadala is also interested in policy-making related to technology and economic development.

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