



GS So

**Regional Vice President,
Korea Sales**

GS So, as Regional Vice President of Korea Sales for Synopsys, leads the sales of the company's EDA software and hardware tools, IP, and design services in the region.

Since joining Synopsys in 2004, GS has consistently prioritized the establishment of relationships based on mutual reliance and confidence, ensuring long-term partnerships and customer satisfaction. During his tenure on the Synopsys Samsung Sales team, he demonstrated persistent dedication in cultivating strong and meaningful connections with customers, placing emphasis on trust as a fundamental pillar.

His collaborative approach is focused on delivering advanced and differentiated value to customers through early software bring-up, design technology co-optimization, and low-power design solutions, all of which contribute to sustainable and successful growth for customers.

With more than 30 years of experience in SoC design, system engineering, sales, and business development in the EDA and semiconductor industry (including Cadence Design Systems and Mentor, now Siemens EDA), GS brings a wealth of expertise to his role.

GS specialized in electrical and electronic engineering at Sogang University in Korea, where he also obtained an MBA. In 2023, he successfully completed the Advanced Management Program at Seoul National University.