

Ryan Cruz

Director, Corporate Operations

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1. Tell us about yourself and your role at AMD.

I have been working for AMD for 9 years. Currently, I work in Business Operations leading our New Product Introduction processes and initiatives. I am responsible for making sure our processes to consistently and effectively develop and launch new products are robust and helpful to all teams.

On the personal front, I've been happily married for 20 years to my college sweetheart. We have two beautiful children and enjoy lots of time outdoors in the Texas hill country.

2. What hobbies did you have growing up?

Growing up I loved playing board games, reading, and playing piano. I also enjoyed cross-stitch, climbing trees, and coloring large, complicated posters.

3. What does engineering mean to you?

At its heart, engineering is all about solving problems. It's about taking on challenges and figuring them out. It involves working with many people on a team to come up with the best solution. To me, this is what makes engineering fun – being able to work with really smart people to solve hard problems and accomplishing what no one thought was possible. What better job is there?

4. What do you like about working in semiconductors?

For me, it is about what semiconductors go into – the systems. I love bringing together all the components that make a system – the chips, the software, the firmware – to create something that will help people and make the world a better place.



5. What do you like about being an engineer at AMD?

I love being an engineer at AMD. Until recently, AMD was the underdog in the industry, and that developed a culture of hunger to be better. Engineers at AMD work together to achieve the common goal of winning while still having fun together. The creativity of our engineers and lack of boundaries for people with good ideas make AMD a unique place. There's no other place I'd rather be.

6. What has been your biggest challenge and how do you overcome hurdles?

My biggest challenge was getting over the mental block that a project I was asked to lead was impossible to do in the amount of time we had to do it. I had a great boss and mentor who kind of snapped me out of it – he told me, “Your job is to make the impossible possible. Figure out how it could be done and then make it true.” It was a pivotal moment in how I think about projects and challenges. He was right – I did come up with a plan and drove an enormous effort to make the project successful. I find that talking about challenges with mentors and colleagues is a great way to get ideas, advice, and figure out solutions. As engineers, we're never alone!

7. What advice would you like to give students who want to pursue a career in STEM?

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