

## Biography

Brad Peng currently serves in the Chairman's Office at TSMC, where he holds the position of CEO of the TSMC Charity Foundation. With over 24 years of experience, Brad has held senior roles in human resources, learning and development, corporate marketing, and operations at TSMC, Foxconn Technology Group, and Delta Electronics. His expertise spans cross-industry collaboration and management, employer branding, transformation strategies, marketing communication, organizational communication, employee relations management, corporate responsibility strategies, and government relations.



As a gold medal lecturer at TSMC, Brad has led training programs for executives, team communication sessions, and new employee cultural orientation. He has also served as a business management consultant and leadership training advisor across Greater China. In his role as the Corporate Communication Manager at TSMC, he assisted founder Morris Chang in planning and executing executive communication meetings and acted as a seed instructor for TSMC's corporate culture, training numerous managers to become instructors for new employee orientation.

Since 2017, Brad has assisted Chairperson Sophie Chang in establishing and operating the TSMC Charity Foundation. He has collaborated with multiple corporate partners to implement ESG/CSR strategies that align with corporate capabilities and image. Brad possesses a dual perspective in engineering and management, having majored in both Business Administration and Mechanical Engineering during his undergraduate studies. His MBA focused on marketing and strategy, and during his doctoral studies in Technology Management at National Tsinghua University, he specialized in story marketing within the field of technology management.

Currently, Brad also teaches "Business Communication" at National Taiwan University and National Tsinghua University, contributing over 23 years to higher education. His extensive cross-disciplinary experience spans industry, government, academia, and research, with more than 7,000 professionals and students benefiting from his guidance across Greater China.