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## How Dalia Vernikovsky and ASNA are Transforming Semiconductor Manufacturing Through Data-Driven Innovation and Global Customer Collaboration



by HASSAN JAVED — May 2, 2026 in Business Reading Time: 4 mins read



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The semiconductor industry faces challenges like supply chain disruptions and rapid technological shifts. **Dalia Vernikovsky, as President and CEO of Applied Seals N.A. (ASNA)**, is shaping a transformative narrative within this field. Her career is dedicated to reshaping semiconductor manufacturing through data-driven innovation and a strong commitment to global customer collaboration. Dalia’s journey began in fabrication facilities, where she recognized the crucial role that sealing components play in operational efficiency. This insight ignited her passion and established ASNA’s mission: to elevate seals from overlooked commodities to essential elements of high-performance systems.

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# Seeing the Unseen: How Early Experience Shaped a Vision

Dalia's early experiences in semiconductor fabrication revealed hidden inefficiencies in production lines. Witnessing wafers fail due to inadequate sealing, she recognized opportunities for improvement that others overlooked. Her determination was fueled by a belief that education could transform industry perceptions. "Seals are not just functional parts; they significantly impact performance and reliability," she often states. This conviction led to ASNA's founding, aimed at educating the industry on the importance of high-quality seals and turning them into vital components rather than afterthoughts.

## Leading with Knowledge: Engineering and Education at ASNA

Under Dalia's leadership, **ASNA has pioneered an educational strategy centered on sealing technology's technical aspects.** The team emphasizes not only product provision but also a deeper understanding of how seals influence system performance. ASNA's role in creating the Semiconductor Component Industry Standards (SCIS) exemplifies this commitment, aiming to elevate hardware component standards through education and collaboration. By bridging supply and engineering advancements, ASNA differentiates itself from competitors who prioritize basic commoditization. Dalia's focus on engineering detail and data-driven insights has redefined supplier roles in this competitive arena.

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## Staying Close to Customers Across the Globe

With its headquarters in Fremont and operations across continents, ASNA's global success hinges on strong customer relationships. Dalia asserts that trust is crucial in the semiconductor industry, and face-to-face interactions are essential for building that trust. ASNA invests in design centers and local offices to offer tailored technical expertise and personal attention to each customer. "Scaling can be done without sacrificing excellence if you genuinely understand customer needs and maintain a physical presence where it matters," she insists. This philosophy has driven ASNA's growth and solidified its reputation as a reliable partner in a rapidly evolving market.

## Driving Innovation Through Data and Collaboration

Dalia's vision for ASNA extends into the future of manufacturing, notably through its partnership with Athinia, focusing on data-driven innovations. For her, real innovation is about measurable and trackable ideas. The semiconductor industry produces vast

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amounts of data, and Dalia advocates using this information to set benchmarks, ensure traceability, and reduce defects. By fostering shared standards within the SCIS, ASNA leads the industry into a new era of accountability and improvement. Through collaboration, Dalia aims to position ASNA at the forefront of a manufacturing revolution that integrates data into every production facet.

## Inspiring Beyond Business: Purpose, Community, and the Starfish Philosophy

Dalia Vernikovsky's leadership extends beyond semiconductor innovation into purpose-driven impact. She believes that true leadership is measured not only by business success but by the ability to inspire meaningful change in the world. Guided by her personal "Starfish philosophy", the idea that small, consistent actions can create significant impact, Dalia is deeply committed to community efforts, particularly initiatives focused on saving animals as a way to ultimately improve human lives. Her perspective on resilience and purpose is further reflected in her contributions to the book Unshakeable Leadership, where she shares her leadership journey, as well as in her poetry collection The Magic Beyond the Pain III, which explores strength, adversity, and transformation. Through these efforts, Dalia continues to inspire others to lead with compassion, intention, and a broader sense of responsibility.

**Dalia Vernikovsky's** journey is not just about leading a company or reshaping an industry, it is about inspiring impact at every level, from technological advancement to human and community well-being. Her foresight into technology, education, and customer collaboration positions ASNA as a beacon of innovation in semiconductor manufacturing. With her relentless passion and commitment to sustainability, Dalia prepares her team for future challenges while crafting a legacy that will influence the industry. As she reflects, "Inspiration for me is not only to bring passion and commitment to our team every day, but also to make a difference beyond our work, creating impact in the community and contributing to causes that matter, elevating ourselves and our work to the heights we know we can achieve."

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