

# Adrian Hartog

## Obituary

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Loved and cherished Adrian passed away peacefully surrounded by his family on January 16th, 2017 at Toronto General Hospital after complications related to neurological degeneration. Adrian is survived by his wife of 32 years, Dragana Jasmine (nee Vujasinovic) and three daughters, Aleksa (Charles), Natalia and Philippa. Adrian's unwavering involvement in the present moment, whether reading bedtime stories to his children or designing in engineering labs or cycling across the Rocky Mountains, gave him an intensity and exhilaration of the wonder and vivaciousness of life.

Adrian's leadership helped build multiple global business lines with graphic chip-makers ATI and AMD then Qualcomm. Adrian built businesses that generated over \$5 billion in revenues and employed more than 2,000 people. "There's an explosion of possibilities" he said in 2001 as ATI the world's first visualization design company

delivered world-class visual experiences in the world's most powerful PC's, notebooks, cell phones, gaming & other platforms. In the early days of ATI under Lee Lau, there were many late nights, takeouts and tapeouts; Adrian was the chief architect of ATI's first, second and third generation graphics accelerators. As Chief Technology Officer and head of research and development he had a team of more than 1,000 engineers reporting to him. Adrian held 19 patents and later founded a start-up which added to Canada's intellectual capital and research and development. Adrian's entry into the semiconductor industry came soon after completing his Master of Applied Science and Engineering degree at the University of Toronto in 1984; he was referred by his mentor Prof Safwat Zaky, and hired by Prof Adel Sedra to lead the newly-formed Microelectronics Development Centre at the University.

Born in Toronto on October 13, 1957 Adrian's late parents were from the Netherlands; Adrian's mother Gezina (nee Sennema) was a homemaker and his father Cornelis Hartog a Fellow of the Society of Actuaries. Adrian is survived by his sisters Joyce and Monica.

The funeral service will be on Wednesday, January 25th at 2pm at the Mt Pleasant Funeral Centre, 375 Mt. Pleasant Rd, Toronto, interment and memorial reception to follow. In lieu of flowers donations may be made to the University of Toronto Faculty of Applied Science and Engineering or to a charity of choice.

## Funeral Details

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### Funeral Service

Mount Pleasant Cemetery, Cremation & Funeral Centres

375 Mount Pleasant Road, Toronto, ON, CANADA, M4T 2V8

Wednesday, 25 Jan 2017 2:00 PM - 3:00 PM

Info: Please enter through the East Gate Entrance off of Mount Pleasant Road and follow the signs to the Funeral Centre.

### Interment

Mount Pleasant Cemetery, Cremation & Funeral Centres

375 Mount Pleasant Road, Toronto, ON, CANADA, M4T 2V8

Wednesday, 25 Jan 2017 3:15 PM - 4:00 PM

# Memorial Site Details

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Web Address:

<http://mountpleasantgroup.permavita.com/site/AdrianHartog.html>

