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NEWS RELEASE

CamSemi appoints top exec from iWatt

Mark Muegge – an innovative force in the development of market-leading offline products – has been appointed as CamSemi’s VP Marketing. He joins with immediate effect to take charge of all corporate and product marketing activity and to help define the next generation of power management ICs that will be critical in further strengthening CamSemi’s growing market position and sales.

Muegge brings over 20 years’ semiconductor industry experience into the company and an exceptionally strong profile and background in the power supply controller market. He was the first employee to join iWatt’s founders in 2000 and co-invented its primary side sensing technology to develop simpler, safer and lower cost power supplies. He built and led the company’s engineering team which designed several high-performance controllers. Prior to joining CamSemi, he was Director of AC/DC Products overseeing the marketing and development of the largest part of iWatt’s product portfolio.

“Mark is joining CamSemi at the perfect time as we look to expand our product lines, develop our share of the power supply controller market and target new market opportunities. His track record of success, in-depth market knowledge and first-class engineering skills are invaluable and will have an immediate impact in building on our achievements to date,” said David Baillie, CEO of CamSemi.

In addition to iWatt, Muegge has held a number of senior marketing and engineering roles within the industry including: Hi/fn where he defined the company’s flagship security co-processor product; Quality Semiconductor, the logic chip and speciality memory manufacturer; and communications IC supplier IDT. He started his engineering career at AMD following a BSEE degree from the University of California, Davis.

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Notes for editors

About CamSemi

CamSemi is the emerging leader in power management ICs for optimised energy-efficient off-line power conversion. The company's unique solutions and approach can help manufacturers of mains-powered electronics develop smaller, lighter and more energy-efficient products while also reducing their design timescales and system costs.

The company was founded to bring to market a new generation of sophisticated power management ICs that help manufacturers more easily meet the world's increasing demand to save energy but at acceptable cost. CamSemi's products are based on its portfolio of patented and proprietary technologies including intelligent control architectures and PowerBrane™ ultra high voltage (UHV) process technology. These breakthrough approaches can benefit multiple markets, although initial products are targeted at the switch mode power supply and lighting sectors.

Further information at www.camsemi.com

Press enquiries

- All media enquiries or requests for supporting images should be directed to Simon McKay on +44 (0)1353 741075 (desk); +44 (0)7810 795035 (mobile or after hours) or by email simon.mckay@camsemi.com

Photography



- 1 Mark Muegge is joining CamSemi as VP Marketing to take charge of all corporate and product marketing and will have an immediate impact in building on the company's achievements to date.



- 2 Mark Muegge joins CamSemi from iWatt and brings exceptional industry experience and in-depth market knowledge into his new role.

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