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PRESS RELEASE

FOR IMMEDIATE RELEASE

Sondrel Appoints New Leaders in Business Development to Spur its Expansion

13th May, Reading, Sondrel, Europe's largest IC Design Consultancy, today announced the appointment of Richard Ord and Ian Walsh, two highly experienced semiconductor professionals to execute its international expansion strategy.

Richard takes up the role of VP of Global Business Development, supported by Ian Walsh as Director of Business Development for the EMEA region. Together they bring over sixty years' experience in the semiconductor industry to Sondrel, covering all areas of the chip development process from IC design through to packaging and logistics. They join Sondrel with a background in business development and strategic change, as well as experience in consultancy for device manufacturers, IP Vendors, embedded software companies and government bodies.

CEO of Sondrel, Graham Curren said, "Richard is a strong addition to the executive team as we realign to deliver more architecture to silicon projects in response to customer demand. Richard's understanding of strategic business development will help Sondrel underpin its reputation for high quality engineering projects as we build upon our strengths in visual processing and IoT design and take on more clients in the automotive arena."

Richard Ord commented, "It is a great pleasure to work with a business that is passionate about delivering value and building partnerships and to be instrumental in the next phase of Sondrel's evolution as a company."

Covering the EMEA region, Ian Walsh will be increasing Sondrel's key account partnerships with clients that are developing applications in many areas, including machine vision and AI. Ian Walsh said, "Sondrel has highly specialised resources and extensive experience with high definition video processing, machine learning and low power design. There is a strong demand for these skills in the market but few companies with the track record that Sondrel can demonstrate."

Richard Ord joins Sondrel CEO, Graham Curren and CTO, Kevin Steptoe at the Samsung Foundry Forum in Santa Clara, USA on 14th May 2019.

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Richard Ord, VP, Global Business Development



Ian Walsh, Director of Sales, EMEA

About Sondrel

Sondrel is Europe's largest independent SoC and ASIC design consultancy providing complete semiconductor design solutions from concept to fully packaged silicon chips and specialised outsourced design services down to 7nm. Sondrel designs semiconductor SoCs* and ASICs* for some of the world's leading technology companies and systems houses and is highly regarded for applications involving high definition video processing, AI, automotive functional safety and secure, power-efficient IoT design. Headquartered in the UK, with over 225 engineers in seven secure design centre locations including France, Morocco, India and China, Sondrel is an award-winning, privately owned semiconductor design business founded in 2002 by CEO Graham Curren.

For more information visit www.sondrel.com. Press inquiries please email pr@sondrel.com or contact Sian Bentley-Magee on +44 (0) 118 983 8550 visit [Linked In](#)

*SoC = System on Chip, ASIC= Application Specific Integrated Circuit, both are forms of silicon chip.

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