

## For Immediate Release

### Mouser Increases Focus on Advanced Technologies Management

**Mansfield, Texas, USA – November 18, 2010** - [Mouser Electronics](http://www.mouser.com), Inc., known for its rapid introduction of the newest electronic components and technologies, today announced several key appointments to its Advanced Technologies Management team.

“Mouser made several key strategic moves to better align and concentrate its resources,” Glenn Smith, Mouser President and CEO, stated. “Mouser’s focus on new technology will be greatly enhanced going forward. Introducing new products globally to design engineers requires a huge marketing commitment. We’ve stepped up and made a significant investment in talent to support that effort.”

In Q3 2010, Mouser completed a major marketing enhancement. The company will continue with its focus on high-quality technical marketing, rapid new product launches, and on-line product training. In support, Kevin Hess has been promoted to Vice President of Technical Marketing and is joined by long-time industry veteran Raymond Yin. Yin spearheads the Technical Marketing Content team and is responsible for Mouser’s new technology e-news that reaches over 115,000 design engineers with relevant content on over 500 product training microsites.

On the Strategic side, Mouser brought in a dedicated brand manager, Larry Johannes, Vice President of Strategic Marketing, who was recruited from Siemens. Under Johannes, a new Director of Advertising, Becky Burke, was named after recently being recruited from RadioShack. Mouser also expanded their capabilities in Advertising Design and Public Relations. Additional resources were also deployed to Supplier Marketing in an effort to further support Mouser’s suppliers interested in reaching the company’s global following of over 350,000 design engineers and buyers.

In the area of Product Management, Mouser promoted Krystal Jackson to Vice President of Interconnect and Russell Razor to Vice President of Advanced Technology. The new Advanced Technology Group will be responsible for managing and promoting new and emerging technologies along with seeking new opportunities that support the design engineering activities of Mouser’s customers. The new team will also manage Mouser’s Focus Technology Applications areas.

According to Russell Rasor, his team will offer dedicated support to key applications in Lighting and Energy Management. "The team will work closely with Mouser's Technical Marketing department to produce solution-based content for these technologies. These are all technologies that require much more than a list of part numbers. Potential Lighting and Alternative Energy customers don't just come from the existing EDE community. We want to provide this expanded group of customers more guidance to help them select the correct components to fit their design requirements."

Mouser also revealed changes in the Semiconductor Products Group. Mike Scott, Vice President of Semiconductor Products, disclosed the group was being divided into three dedicated teams with a specific product focus. The new divisions are now broken into Standard Devices and Discretes, High-Performance Analog, and Embedded Processing (including MPUs, DSP, PLC, FPGA, and memory). Mike Scott explained further, "Having dedicated teams aligned by product allows Mouser to help customers better understand product roadmaps and remove risks associated with obsolescence."

In closing, Glenn Smith ended by saying, "We're excited about these new changes at Mouser. It's all about better positioning ourselves to help our suppliers find new customers and new designs. Also, it's about helping our customers produce more advanced product designs that flow smoothly into production."

### **About Mouser**

Mouser Electronics, Inc. is an electronic component distributor, focused on the rapid introduction of the newest products and technologies to electronic design engineers. Mouser.com features more than a million products online from more than 400 manufacturers. Mouser publishes multiple catalogs per year providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 280,000 customers in 170 countries from its 492,000 sq. ft. state-of-the-art facility in Mansfield, Texas. For more information, visit <http://www.mouser.com>.

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