

## Company News

Date: July 5, 2016

# IAR Systems appoints US Country Manager to further boost sales and strengthen operational efficiency

Uppsala, Sweden—July 5, 2016—Today, IAR Systems® announces that the company has appointed Rich D'Souza as Country Manager for the United States. The management team of IAR Systems is confident that this appointment will further strengthen operational efficiency and reinforce the company's activities in the United States.

"This appointment will enable us to enter the next phase for further growth in the US," says Stefan Skarin, CEO, IAR Systems. "Rich D'Souza has an impressive background with significant proven success in multiple technology markets including networking, IoT, medical, and aerospace, as well as strong technical sales experience. By appointing him US Country Manager, we will be able to establish new productive relationships that will add to our customer base and grow our business."

"I am very excited to take on the challenge of leading IAR Systems in the US," says Rich D'Souza, newly appointed US Country Manager, IAR Systems. "My main focus will be to increase revenue and find new business potential. I look forward to getting to know our customers and partners, as well as the entire IAR Systems US team."

Mr. D'Souza holds a Bachelor of Science degree in Electrical Engineering from San Diego State University, and is also trained in strategic selling. He has been operating in leading sales positions for technological enterprises for more than 20 years. His previous employers include companies such as Wind River, ARC International, Green Hills Software, Oracle and 6WIND.



With its head office in Sweden, IAR Systems has sales and support offices in the United States as well as in Europe and Asia. In the US, the company currently has a staff of 35 people divided between

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California, Texas and Massachusetts.

### Ends

***Editor's Note:** IAR Systems, IAR Embedded Workbench, IAR Connect, C-SPY, C-RUN, C-STAT, visualSTATE, IAR KickStart Kit, IAR Experiment!, I-jet, I-jet Trace, I-scope, IAR Academy, IAR, and the logotype of IAR Systems are trademarks or registered trademarks owned by IAR Systems AB. All other products names are trademarks of their respective owners.*

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#### About IAR Systems

IAR Systems provides developers of embedded systems with world-leading software tools for developing competitive products based on 8-, 16-, and 32-bit processors. Established in Sweden in 1983, the company has over 46,000 customers globally, mainly in the areas of industrial automation, medical devices, consumer electronics, telecommunication, and automotive products. IAR Systems has an extensive network of partners and cooperates with the world's leading semiconductor vendors. IAR Systems Group AB is listed on NASDAQ Stockholm. For more information, please visit [www.iar.com](http://www.iar.com).