

Silicon Labs Adds Michele Grieshaber as Chief Marketing Officer

20-Year IBM Veteran Joins Silicon Labs Executive Team to Drive Marketing and Corporate Communications Strategies and Programs

AUSTIN, Texas--(BUSINESS WIRE)-- [Silicon Labs](#) (NASDAQ: SLAB), a leader in high-performance, analog-intensive, mixed-signal integrated circuits (ICs), today named Michele Grieshaber as chief marketing officer (CMO), a newly created position at Silicon Labs. As CMO, Ms. Grieshaber will drive the company's marketing strategies and oversee marketing and corporate communications programs including digital and content marketing, lead generation, event marketing, media and analyst relations, social media and corporate branding.



Ms. Grieshaber is a 20-year veteran of IBM where she held key executive positions in market management and demand generation. Prior to joining Silicon Labs, Ms. Grieshaber was the vice president of demand programs at IBM North America where she oversaw more than \$20 billion in marketing-generated sales pipeline annually and led a team of 200 marketing professionals and agency partners. Previously, she served as vice president of marketing for IBM's Global Financing unit, which manages \$40 billion in assets and provides leases, loans and IT asset recovery services to IT clients in 50 countries.

During her IBM tenure, Ms. Grieshaber held numerous strategic positions in software, hardware and services businesses including positions based in Europe. In early 2010, she spent a month in Vietnam as part of IBM's first Executive Service Corps team, a unique aspect of the company's global citizenship initiative in which IBM deploys small teams of executives to work with local officials to enable Smarter Cities by creating strategies to address critical issues such as transportation and food safety.

Ms. Grieshaber has a PhD in mechanical engineering from Virginia Polytechnic Institute and was a Fulbright Scholar to France in 1988. She is an adjunct professor teaching Global Business Ethics at St. Edward's University in Austin and a guest lecturer at The University of Texas McComb's School of Business on a variety of marketing topics.

"We are delighted to welcome Michele as our chief marketing officer," said Tyson Tuttle, CEO of Silicon Labs. "Michele's deep expertise in demand generation, marketing communications and branding will be extremely valuable to Silicon Labs as we continue to build our broad-based business in microcontroller, wireless, sensor, analog, power and timing products targeting the Internet of Things and Internet infrastructure markets."

Silicon Labs

Silicon Labs is an industry leader in the innovation of high-performance, analog-intensive, mixed-signal ICs. Developed by a world-class engineering team with unsurpassed expertise in mixed-signal design, Silicon Labs' diverse portfolio of patented semiconductor solutions offers customers significant advantages in performance, size and power consumption. For more information about Silicon Labs, please visit www.silabs.com.

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Source: Silicon Laboratories Inc.

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