



## **NXP Appoints Simon McLean as Vice President of Marketing for Standard Products**

July 15, 2010

NXP Semiconductors today announced the appointment of Simon McLean as Vice President of Marketing for the company's Standard Products business. Simon joins NXP with over 16 years of management experience within electronic components distribution and manufacturing. He will be responsible for helping drive NXP's Standard Products business. NXP's Standard Products business supplies a broad range of standard semiconductors components, such as small signal discretes, power discretes and integrated discretes, and mobile device speakers and receivers, which are largely produced in dedicated in-house high-volume manufacturing operations. Simon's experience will be vital in helping NXP's existing customers recognize the synergies that exist within the broad portfolio of Standard Products and its High Performance Mixed Signal solutions.

Having held leadership roles at TTI, ON Semiconductor and Avnet, Simon has a deep understanding of our technology, markets and the global semiconductor industry, as well as both the engineer and customer demands.

"Standard Products often represent critical components of our customers' end products, and in many cases enable our customers to differentiate themselves based on feature performance, functionality, cost or time-to market, so we are very pleased to have someone of Simon's background in discretes join our team. It is particularly important that we continue our growth in the Americas where Simon has plenty of experience," said Frans Scheper, senior vice president and general manager, Standard Products, NXP Semiconductors. "Simon will support our aim to deepen relationships with our key customers and extend our Standard Products portfolio to customers worldwide."

### **About NXP Semiconductors**

NXP Semiconductors provides High Performance Mixed Signal and Standard Product solutions that leverage its leading RF, Analog, Power Management, Interface, Security and Digital Processing expertise. These innovations are used in a wide range of automotive, identification, wireless infrastructure, lighting, industrial, mobile, consumer and computing applications. Headquartered in Europe, the company has approximately 28,000 employees working in more than 25 countries and posted sales of USD 3.8 billion in 2009.