



Netronome Appoints Semiconductor Industry Veteran Ken Way to Vice President of Worldwide Sales

Santa Clara, Calif. – September 19, 2011 – Netronome, the leading developer of [network flow processors](#), today announced it has appointed Ken Way as vice president of worldwide sales. Mr. Way brings over 17 years of semiconductor sales experience with a proven track record in growing revenue while building successful sales organizations for fast-growing companies.

Mr. Way joins Netronome during a period of rapid expansion. Netronome began volume-production shipments of the industry's first network flow processor earlier this year, resulting in its fourth consecutive year of triple-digit growth. He will guide the sales organization through its next wave of growth fueled by a boutique list of tier-1 global networking OEMs who have selected Netronome for their next-generation product designs. Reporting to CEO Howard Bubb, Mr. Way will oversee global customer operations, including field sales and applications engineering.

“Ken’s sales leadership and ability to form deep customer partnerships comes at a time when Netronome has just rolled out the industry's first Network Flow Processor silicon and platform building blocks,” said Howard Bubb, CEO of Netronome. “We are pleased to have such an accomplished sales executive join the Netronome team at a time when we are seeing rapid global adoption of flow processing technology.”

Mr. Way comes to Netronome with a long history of semiconductor sales experience targeting global tier-1 manufacturers of networking and security applications for the communications industry. He held senior leadership roles overseeing sales in North America, Europe and Asia-Pacific regions at PA Semi (acquired by Apple), Cavium Networks, Freescale, and Motorola Semiconductor. Most recently Mr. Way was the senior vice president of worldwide sales at Tlera. Throughout his extensive career, he has managed field sales organizations that have earned embedded design wins that generated over \$3B in revenue.

“Netronome has established itself as the leading provider of network flow processors as evidenced by broad acceptance of their solutions in next-generations communications designs,” said Mr. Way. “I am extremely excited to join such a successful company during its most exciting period of growth. I look forward to personally contributing to their ongoing success and immediately helping Netronome achieve its greatest potential.”

Supporting Resources

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About Netronome

[Netronome](#) is a leading developer of highly programmable semiconductor products that are used for intelligent flow processing in network and communications devices. Netronome’s solutions include network flow processors and acceleration cards that scale from 10 to 200 Gbps. They are used in carrier-



The Flow Processing Company™

grade and enterprise-class communications products that require deep packet inspection, flow analysis, content processing, virtualization and security. Netronome's products are developed in labs in Santa Clara, CA, Boxborough, MA and Pittsburgh, PA. For more information on Netronome's products and technology, visit www.netronome.com.

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