



Company News

Date: July 5, 2016

IAR Systems appoints Country Managers in Japan and the US to ensure further growth

Uppsala, Sweden—July 5, 2016—Today, IAR Systems® announces that the company has appointed Rich D'Souza as Country Manager for the United States, and Hiroshi Ishikawa as Country Manager for Japan. Kiyofumi Uemura, who has been acting as both APAC Director and Japan Country Manager, will focus on his role as APAC Director as well as a new role as globally responsible for IAR Systems automotive business.

“The appointments of dedicated Country Managers for Japan and the US will help us ensure our further business growth on these very important markets,” says Stefan Skarin, CEO, IAR Systems. “I have given the Country Managers a clear mission of increasing revenue and finding new business potential and I am confident they will engage with passion in establishing new productive relationships that will add to our customer base. In addition, we also have Kiyofumi Uemura in a new role as responsible for the global automotive business and he will lead our efforts in one of the most growing markets in the world.”

Rich D'Souza has a background of proven success in multiple technology markets including networking, IoT, medical, and aerospace, as well as strong technical sales experience. Hiroshi Ishikawa has a strong sales and engineering background with more than 20 years of experience in the semiconductor industry.

With its head office in Sweden, IAR Systems has sales and support offices in Japan and the US, as well as in Europe, China and Korea. The company has successfully built a strong presence in Japan for supplying sales, technical support, marketing and logistics services since 2001. In the US, the company's staff of 35 people is divided between California, Texas and Massachusetts.

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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.