



Chief Strategy Officer Haydn Povey leaves IAR

Uppsala, Sweden—February 24, 2023 – IAR, the world leader in software and services for embedded development, today announces that the company’s Chief Strategy Officer, Haydn Povey, has decided to leave IAR at his own request.

Haydn Povey was the Founder and CTO of SecureThingz from 2016 until the acquisition by IAR in 2018 when he became Chief Strategy Officer at IAR. Haydn is a well-known security expert and has held senior positions at global technology companies for over 20 years, including Arm, and is a Board member of the IoT Security Foundation.

“I’m sorry that Haydn has decided to leave IAR. Through commitment and senior experience, he has played an important role in the last two years’ transformation. He will remain with the company for some time, but I would already now like to thank him for very valuable contributions to the company,” says Richard Lind, CEO of IAR.

“During the last two years, we have implemented extensive changes, including a new structure and the integration of SecureThingz into IAR Embedded Security Solutions. Now is therefore a good time to move on to other challenges. It has not been an easy decision to leave the company and the fantastic colleagues, however, I look forward to spending more time with my family and focusing on new interests.,” says Haydn Povey

Haydn Povey will remain in his current position until leaving the company at the beginning of the second quarter of 2023.

About IAR

IAR provides world-leading software and services for embedded development, enabling companies worldwide to create secure and innovative products for today and tomorrow. Since 1983, IAR’s solutions have ensured quality, security, reliability, and efficiency in developing over one million embedded applications for companies across industries such as industrial automation, IoT, automotive and medical. IAR supports 15,000 devices from over 200 semiconductor partners. The company is headquartered in Uppsala, Sweden, and has sales and support offices worldwide. IAR is owned by I.A.R. Systems Group AB, listed on NASDAQ OMX Stockholm, Mid Cap (ticker symbol: IAR B). Learn more at www.iar.com.

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