

## Company News

Date: April 27, 2015

# IAR Systems appoints Chief Operating Officer

Uppsala, Sweden—April 27, 2015—Today, IAR Systems announces that the company has appointed Mats Ullström as Chief Operating Officer, COO. This appointment is a new role in the management team of IAR Systems and will further empower the company's business and drive operational efficiency.

"IAR Systems has successfully changed its business model in recent years and now it's time to enter the next phase for further growth," says Stefan Skarin, CEO, IAR Systems. "Establishing Mats Ullström as COO is a solid choice to maintain and reinforce the strengths of our unique offering. This appointment also strengthens my ambition as CEO to focus and engage myself and the company even more in the exciting opportunities that the embedded market will face today and tomorrow."

"In the role as Chief Operating Officer, I will be able to make good use of my long company background and my product knowledge," says Mats Ullström, Chief Operating Officer, IAR Systems. "The main focus for me is to accelerate our efforts in broadening and extending our products and services. I am really excited about this opportunity and look forward to work even closer with our CEO and our customers and partners."

Mats has a Master of Computer Science from the University of Uppsala, and has been with IAR Systems since 2001. Previously, he held the position of Business Unit Manager for IAR Embedded Workbench, and has during the last years been Product Director. He will from now on combine the role of Product Director with the new COO role.



### Ends

**Editor's Note:** IAR Systems, IAR Embedded Workbench, C-SPY, C-RUN, C-STAT, visualSTATE, Focus on Your Code, 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 OMX Stockholm. For more information, please visit [www.iar.com](http://www.iar.com).