Guillaume Boucher appointed new sales manager for IAR Systems in France

Uppsala, Sweden—December 13, 2012—IAR Systems SARL near Paris/France has a new face on the team: In October 2012, Guillaume Boucher joined the team as sales manager for France and accordingly is now responsible for driving sales in that region and for establishing IAR Systems as a local partner. By strengthening the local presence, IAR Systems confirms its commitment to the embedded industry in France and its ambition to serve French engineers with top-quality development tools.

Guillaume, who holds an Associate Degree in Industrial IT, is looking back on a long career in embedded systems. In 2002 he started off working for Mentor Graphics in the Embedded Systems Division, covering Southern Europe as a Post-Sales Technical Support Engineer. Soon he became an FAE, doing presales & training activities for the Nucleus RTOS, Middleware and Development Suite. In 2010, Guillaume joined ENEA as an Account Manager at ENEA for the OSE RTOS and Tools, before he served as a Business Development Manager for Digi International. As new Sales Manager France for IAR Systems SARL, he will have the opportunity to bring in his embedded experience as well as his extensive network.

"Representing IAR Systems in France is a terrific challenge. The embedded industry here has – thanks to extremely skilled developers – a huge potential for innovation in a multitude of application fields", said Guillaume Boucher. "IAR Systems' tools have a reputation for user-friendliness, outstanding performance, and for being highly efficient – and therefore really can contribute to the success of embedded systems designed in France. I am very glad that I have the chance now to add to this success."

So for more detailed information on IAR Systems' first-class embedded systems development tools, including the proven tool suite IAR Embedded Workbench, customers in France may now contact Guillaume Boucher directly: guillaume.boucher@iar.com or +33 1 6092 3873.

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About IAR Systems

IAR Systems is the world's leading supplier of software tools for developing embedded systems applications. The software enables over 14 000 large and small companies to develop premium products based on 8-, 16-, and 32-bit microcontrollers, 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