



NEWS RELEASE

Ambiq Appoints Paul Rolls as Chief Revenue Officer to Expand Global Growth

2022-02-15

Austin, TX – February 15, 2022 – Ambiq®, the industry leader in ultra-low power semiconductor platforms and solutions for battery-powered IoT edge devices, today appoints Paul Rolls as its first Chief Revenue Officer (CRO). Rolls' extensive experience driving global enterprise sales and partnerships will accelerate Ambiq's mission to put intelligence everywhere.

Paul has over 30 years of global expertise in technology sales and marketing. He is highly adept at driving sales and marketing strategies while building long-term win-win customer relationships. Paul recently served as Executive Vice President of Sales and Marketing for ON Semiconductor, where he doubled company sales and generated record point of sale (POS) revenues through distribution. From 2010 to 2012, he served as Senior VP of Worldwide Sales and Marketing at Integrated Device Technology, Inc.

"I'm extremely pleased to announce that Paul has joined Ambiq as our very first Chief Revenue Officer," said Fumihide Esaka, the chairman and Chief Executive Officer at Ambiq. "His dynamic worldview will launch the next chapter of Ambiq's edge intelligence journey."

"I am very excited to join the talented leadership team at Ambiq," said Rolls. "I look forward to an exciting journey of exceptional growth."

In his position as CRO, Rolls will oversee the company's sales and business development strategy and execution, integrate and align Ambiq's revenue generation efforts to ensure process efficiency and maximize profitability while focusing on customer success.



About Ambiq

Ambiq has been on a singular mission since 2010 to put intelligence everywhere by creating the most energy-efficient semiconductor solutions for battery-powered IoT edge devices. Ambiq has helped leading manufacturers worldwide develop products that can operate for days, months, and sometimes years on a battery and even do away with the battery entirely by harvesting energy. Ambiq's patented Sub-threshold Power Optimized Technology (SPOT®) platform has revolutionized IoT edge devices by enabling a massive increase in compute power at unprecedented energy levels. Our goal is to bring Artificial Intelligence (AI) where it has never gone before in mobile and portable devices using Ambiq's advanced ultra-low power system on chip (SoC) solutions. With more than 100 million units shipped by the end of 2020, we are focused now on enabling 100 billion IoT edge devices in the near future. For more information, visit www.ambiq.com.

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