



NEWS RELEASE

Kris Potrafka Joins Ultra-Low Power Technology Platform Leader Ambiq As Vice President of Human Resources

2021-12-14

Austin, TX – Ambiq® today announces that Kris Potrafka has joined the company as Vice President of Human Resources. In his role, Dr. Potrafka will take ownership of Ambiq’s global HR organization. He will also focus on prioritizing the company’s people, culture, and organizational health to accelerate its strategic mission – to put intelligence everywhere by creating the most energy-efficient technology platform and solutions for battery-powered IoT edge devices.

Kris has over twenty years of experience in building impactful HR teams. Before Ambiq, Kris was the HR Business Partner for HW Engineering and the Automotive Business line at NXP. From 2013 to 2015, he served as the VP of HR at AMD, supporting the Global Business Units. He also has experience at Cisco Systems, MySpace, and Sun Microsystems; and launching a music-tech startup.

“I am thrilled to join Ambiq and collaborate with the industry’s most brilliant minds as we work together to build a world-class organization,” said Dr. Potrafka. “There is tremendous opportunity to join a company at this stage of growth, where we can build out best-in-class HR practices with a strategic focus on diversity and inclusion, collaboration, talent development, and performance.”

“Kris will be a critical partner as we continue to expand,” said Fumihide Esaka, the chairman and Chief Executive Officer at Ambiq. “His expertise in organizational development, talent management, and executive coaching will be crucial as we enter a new phase of growth.”



About Ambiq

Ambiq was founded in 2010 with the mission to put intelligence everywhere by creating the most energy-efficient technology platforms and solutions for battery-powered IoT edge devices. Ambiq's patented Sub-threshold Power Optimized Technology (SPOT®) platform is proven to significantly reduce devices' overall power consumption without compromising their battery life or performance. As a result, the company has helped many leading global manufacturers develop products that can operate for days – sometimes years – either by battery or energy harvesting.

Enabling intelligence on mobile and portable devices would be almost impossible without Ambiq's advanced ultra-low-power system on chip (SoC) solutions. Having shipped over 100 million units by the end of 2020, Ambiq is poised to unleash intelligence on more than 100 billion IoT edge devices in the very near future. For more information, visit www.ambiq.com.

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