



## **Sondrel opens US operations and looks for more staff around the world**

*Reading, UK – 28 May 2020.* Sondrel has announced that it has opened operations in Silicon Valley to support its growing number of customers who are located there. It is also actively recruiting to expand its presence there and in its other offices around the world.

“You can’t beat face-to-face sales and support for building a rapport with customers,” said Graham Curren, Sondrel’s CEO and Founder “Having staff in the Valley to meet customers and help them in the same time zone is a key part of our growth strategy. The first two members of our US team are highly experienced with a great network of contacts to build our US business and support customers.”



*Dave Krishna*

Dave Krishna is the VP of Sales and Marketing, North America and joins Sondrel from eSilicon. He has had senior Sales and Marketing roles for a variety of electronics companies in the San Jose area such as Innovative Micro Technology, Open-Silicon, LSI and AMD. He said, “Companies here may already be aware of Sondrel’s expertise in big complex chip design but our recent addition of being able to take designs all the way through to finished, tested silicon will be new to them. A single point of contact to take concept to chips will be a very attractive proposition for Valley companies whose expertise lies in ultra-creative new technologies not in the nitty gritty of layout and wafer production.”

Alan Porter joins Sondrel as Head of Solution Architecture, North America. His previous experience includes senior Design Engineering, Consulting and Business Development roles for Apple, Cadence, Synopsys, and Mentor Graphics. He added, “The Valley is the heart of US electronic innovation. Now Sondrel is right in the centre of this -- supporting, designing and making the chips for companies that turn their innovations into real products.”



*Alan Porter*

Hilary Rico, Sondrel’s Global Operations Director, explained, “Recruiting these two new hires this year proved a challenge with all the lockdown issues. We have become very adept at conducting job interviews over video conferencing now which will be very useful as we are actively recruiting for staff across all our offices around the world.”

Details of Sondrel's current vacancies can be found at  
<https://www.sondrel.com/careers/vacancies>

**About Sondrel**

Sondrel is a full-service ASIC company and is Europe's largest, independent, integrated circuit design consultancy. It provides complete semiconductor design solutions from concept, through prototype, to volume-packaged silicon chips. Based in Reading, UK, Sondrel has developed a global reputation with a presence in China, India, France, Morocco and North America. Sondrel is an award-winning, privately-owned business founded in 2002. For more information, visit [www.sondrel.com](http://www.sondrel.com)

**Press contact:**

Nigel Robson, Vortex PR. [nigel@vortexpr.com](mailto:nigel@vortexpr.com) +44 1481 233080