

## Corporate Media Contact

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## **Altium builds EMEA management team** **New appointments in management, licence compliance and human resources**

**SYDNEY, Australia – September 21, 2009** – Altium has appointed Martin Harris as Vice President, EMEA (Europe, Middle East and Africa). He succeeds Frank Hoschar who has moved to Altium's headquarters in Sydney to become Director of Marketing for Altium worldwide.

Mr Harris has more than 24 years' experience in the technology sector. Before Altium, he worked in regional director and managing director roles with Autodesk in Asia, as Sales Director with PROCAM Systems Austria, Channel Director at MacFuture Technology RSA, and at Schlumberger Technologies. Most recently, he was with Machine Relationship Management GmbH (MRM) as Chief Sales Officer.

Altium has also appointed Jean-Paul Seuren as Licence Compliance Manger EMEA. In this newly-created position Mr Seuren will develop anti-piracy licence compliance programmes in the EMEA region, including in Russia and other east European countries.

Mr Seuren has held several positions in licence compliance, business development and sales channel management with high technology multi-national organizations that include Autodesk, Aveva GmbH and Redspark. He was also the Chairman of the Russian Business Software Alliance (BSA) committee for three years.

Jacqueline Künzel has been appointed as Altium's new Associate Director – People and Performance EMEA. She has extensive experience in international HR, training and development, and business partnering. In her prior roles Jacqueline worked as a HR Manager for 3i Deutschland, HR consultant with O2 Telefonica and served as a HR Business Partner with Johnson Controls.

“Martin, Jean-Paul and Jacqueline join Altium at a particularly exciting time,” said André Pravaz, Executive Vice President, Worldwide Field Operations. “We’ve just released our new NanoBoard 3000 FPGA development board, which gives designers radical new ways of creating programmable designs, especially for those who are new to working with FPGAs. These new additions to the EMEA management team will lead the drive to take this new concept to electronics designers in the region.

“Martin will drive business growth overall. Jean-Paul will assist him in working on the opportunity we have, in Russia in particular, in converting pirated software to the latest version of Altium Designer. We’ve had considerable success in China in convincing designers that they have much more to gain by being up-to-date with paid-for software, rather than sticking with unlicensed software that might be up to 10 years old. It will be interesting to compare the Russian experience with China’s.

“And Jacqueline will continue to drive our recruitment and support our partners around the region.

“Together they will help Altium answer the questions we hear all the time from designers: ‘How do I shorten time to revenue? How do I get designs right first time? How do I remove the design process bottlenecks in our organisation? How do I differentiate my products? How do we collaborate seamlessly? And, How do I look my CEO in the eye and give him a straight answer about deadlines?’”

ENDS

## About Altium

Altium Limited (ASX:ALU) creates next generation electronics design software. Altium's unified electronics design environment links all aspects of electronics product design into one process, in a single application. This helps electronics designers harness the latest devices and technologies, manage their projects across broad design 'ecosystems', and create connected, intelligent designs. For more information, visit [www.altium.com](http://www.altium.com).

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