

Brandon Tolany Joins Silicon Labs as Senior Vice President of Worldwide Sales

Semiconductor Sales and Marketing Veteran Brings Strong Track Record for Leadership and Revenue Growth

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AUSTIN, Texas--([BUSINESS WIRE](#))--[Silicon Labs](#) (NASDAQ: SLAB) today announced that Brandon Tolany, a sales and marketing executive with 20 years of experience in the semiconductor and electronics industry, has joined the company as senior vice president of worldwide sales. In this key executive role, Mr. Tolany is responsible for driving Silicon Labs' revenue growth through global sales and distribution channel development and strategic OEM customer activities.

“We warmly welcome Brandon to Silicon Labs' senior management team,” said Tyson Tuttle, CEO of Silicon Labs. “With his proven leadership experience and strong communications and people management skills, Brandon will excel in delivering smart, connected, energy-friendly solutions to our customers and distribution partners worldwide as we scale Silicon Labs.”

Prior to joining Silicon Labs, Mr. Tolany served as senior vice president, chief sales and marketing officer at Freescale Semiconductor where he led global sales and marketing activities from 2013 to 2015, transforming the organization into a high-performance asset focused on disruptive market share gain. During his tenure at Freescale, Mr. Tolany progressed in a range of leadership positions including vice president of global marketing for microcontrollers and director of sales and field application engineering for Freescale's Americas West region.

Mr. Tolany began his career at Freescale (Motorola) in 2004 and advanced to director of the company's global i.MX mobile applications processor business. Prior to joining Freescale, Mr. Tolany was the director of sales and business development for Luminent where he led global marketing efforts. Previously, he also served as a product manager at Mitsubishi Electric. Mr. Tolany holds a bachelor's degree in communications from The University of Texas at Austin.

“I am thrilled to start the New Year with this exciting challenge – leading the worldwide sales and distribution organization for one of the most dynamic innovators in the Internet of Things market,” said Brandon Tolany. “Silicon Labs is a formidable competitor offering breakthrough technology for the IoT. I look forward to leading Silicon Labs' global sales team as we deliver best-in-class connectivity solutions to our many thousands of customers throughout the Americas, Europe and Asia-Pacific regions.”

Silicon Labs (NASDAQ: SLAB) is a leading provider of silicon, software and system solutions for the Internet of Things, Internet infrastructure, industrial automation, consumer and automotive markets. We solve the electronics industry's toughest problems, providing customers with significant advantages in performance, energy savings, connectivity and design simplicity. Backed by our world-class engineering teams with unsurpassed software and mixed-signal design expertise, Silicon Labs empowers developers with the tools and technologies they need to advance quickly and easily from initial idea to final product. www.silabs.com

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