

Key promotion strengthens Altium's global sales team

Martin Harris promoted to Chief Sales Officer for Altium

Karlsruhe, Germany – 8 October 2013 – [Altium Limited](#), a global leader in Smart System Design Automation, 3D PCB design ([Altium Designer](#)) and embedded software development ([TASKING](#)) announces the promotion of Martin Harris to Chief Sales Officer (CSO).

Mr. Harris has previously held the role of Senior Executive Vice President, Global Field Operations. As the CSO he is a key member of Altium's Executive Team, leading the global sales management team of Altium.

"With our TASKING compiler technology and our product portfolio around Altium Designer, including native 3D PCB Design and advanced data management capabilities, we support design engineers globally with industry leading solutions," says Martin Harris. "Our strategy to focus on core competencies, to open up our technology for 3rd party contribution and to expand our channel activities will allow us to foster both our solutions portfolio and our reach into the market."



Altium's flagship product Altium Designer is currently being prepared for the next major release. Called Altium Designer 14, it is expected to be rolled out within the next few weeks. Altium Designer users will benefit from major improvements in Altium's industry-leading 3D capabilities, which will further improve ECAD/MCAD integration and 3D design within Altium Designer itself.

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About Altium

Altium Limited (ASX:ALU) creates electronics design software based on the belief that anyone who wants to create electronic products that make a difference should be able to do so. Altium's unified electronics design environment links all aspects of electronics product design in a single application that is priced to be as affordable as possible. This helps electronics designers break down barriers to innovation, harness the latest devices and technologies, manage their projects across broad design 'ecosystems', and create connected, intelligent designs.

Founded in 1985, Altium has offices in San Diego, Sydney, Karlsruhe, Shanghai, Tokyo, Kiev, with value added resellers worldwide. For more information, visit www.altium.com. You can also follow and engage with Altium via [Facebook](#), [Twitter](#) and [YouTube](#).