

Key appointments strengthen Altium's channel business and global reach into the electronics & mechatronics design industry

Rudolf Danzer new Vice President Global Channel Sales and Scott Anderson Director Channel Sales Americas

Karlsruhe, Germany – 9 October, 2013 – [Altium Limited](#), a global leader in Smart System Design Automation, 3D PCB design ([Altium Designer](#)) and embedded software development ([TASKING](#)) appoints Rudolf Danzer to Vice President Global Channel Sales to further expand global market reach into the electronics and mechatronics design industry and Scott Anderson to Director Channel Sales Americas.

These appointments reflect a focus on growth and are part of Altium's worldwide channel strategy. Rudolf Danzer joins Altium as a proven leader in global investments and expansion strategies in Emerging Markets with 20+ years experience in sales and business execution and leadership in Europe, Middle East and Africa.

"Rudolf has an excellent background in channel business. He led multiple teams in multicultural environments in various roles within Autodesk, as part of the EMEA VP staff management team before leaving to look for new challenges," says Martin Harris, CSO at Altium. "He has a proven track record in emerging countries and global strategic investment initiatives like the foundation of a new sales organization and production site in Russia and the Middle East and I'm looking forward to his contribution in Altium's global sales team."

"I'm excited to be part of a company with great products and member of a highly motivated team," says Rudolf Danzer. "The technology provided by Altium is leading edge for PCB and embedded software design and I'm looking forward to making it accessible for even more designers worldwide."



Rudolf Danzer
Altium Vice President
Global Channel Sales

In addition, Altium has appointed Scott Anderson as their new Director of Channel Sales in the Americas. Scott brings with him 20 years of business acumen and experience. Prior to this appointment Scott was most recently Senior Channel Sales Manager for Mentor

Graphics in the Americas.

Altium's flagship product Altium Designer supports PCB designers with a unified environment and industry-leading native 3D support in the PCB editor in real time. Combined with sophisticated electronics design data management including supply chain information based on Altium's Vault technology, ideas can be turned into real life products and brought to market with less design iterations and at lower cost compared to traditional point tool approaches. Altium Designer 14, the next major update of Altium Designer, is expected to be available within the next few weeks.

ENDS

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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](#).