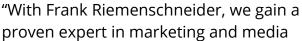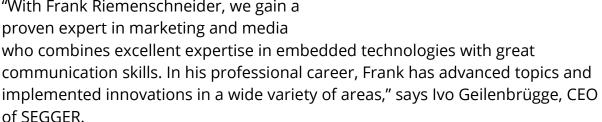# Frank Riemenschneider joins SEGGER as Marketing and PR Manager

Monheim am Rhein, Germany – February 26th, 2021

Starting March 1, 2021, Frank Riemenschneider will further strengthen the marketing team at SEGGER Microcontroller, joining as Marketing and PR Manager. Together with Dirk Akemann, he will amplify the work of expanding and solidifying SEGGER's position in Europe, the USA and Asia as a manufacturer of innovative products; already very well known and used by world-renowned market leaders in industry.

After studying electrical engineering with a focus on processor architectures, Riemenschneider initially handled IT projects in Japan, Singapore and Hong Kong, among other places. After writing numerous technical books and articles in the IT field, he turned his hobby into a profession in 2007 and joined WEKA Fachmedien as editor-in-chief of DESIGN&ELEKTRONIK. He was later editor-in-chief of the Elektronik and Elektronik Automotive brands and responsible for the digital, event and publishing business.

Frank Riemenschneider

"With Frank Riemenschneider, we gain a proven expert in marketing and media who combines excellent expertise in embedded technologies with great communication skills. In his professional career, Frank has advanced topics and implemented innovations in a wide variety of areas," says Ivo Geilenbrügge, CEO of SEGGER.

"I would like to thank the entire management team and Rolf Segger personally for their trust. We have known each other for many years now so I have first-hand knowledge of the leading-edge products at SEGGER as also proven by the current readers test of Embedded Studio in issue 4/2021 of the magazine Elektronik," stated Frank Riemenschneider. "I look forward to doing my part to make SEGGER even more well known nationally and internationally and to joining them on their continuing course of growth and success."

Read Frank Riemenschneider's complete experience report on our blog:
https://blog.segger.com/working-at-segger-microcontroller-the-question-of-why/

More information on Frank Riemenschneider and his work is available at:
https://de.wikipedia.org/wiki/Frank_Riemenschneider

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About SEGGER

SEGGER Microcontroller has over twenty-eight years of experience in Embedded Computer Systems, producing state-of-the-art software libraries, and offering a full set of hardware tools (for development and production) and software tools.

SEGGER provides an RTOS plus a complete spectrum of software libraries including communication, security, data compression and storage, user interface software and more. Using SEGGER software libraries gives developers a head start, benefiting from decades of experience in the industry.

SEGGER's professional software libraries and tools for Embedded System development are designed for simple usage and are optimized for the requirements imposed by resource-constrained embedded systems. The company also supports the entire development process with affordable, high-quality, flexible, easy-to-use tools.

The company was founded by Rolf Segger in 1992, is privately held, and is growing steadily. SEGGER also has a U.S. office in the Boston area and branch operations in Silicon Valley and the UK, plus distributors on most continents, making SEGGER's full product range available worldwide.

Why SEGGER?

In short, SEGGER has a full set of tools for embedded systems, offers support through the entire development process, and has decades of experience as the Embedded Experts.

In addition, SEGGER software is not covered by an open-source or required-attribution license and can be integrated in any commercial or proprietary product, without the obligation to disclose the combined source.

Finally, SEGGER offers stability in an often volatile industry making SEGGER a very reliable partner for long-term relationships.

For additional information please visit: www.segger.com

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