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Menlo Micro Appoints Industry Veteran Lew Boore to Lead Worldwide Sales Initiatives

Seasoned Global Sales Professional to Drive Sales for Next Generation of the Electronic Switch Targeting Mobile Networking, Aerospace/Defense, and Industrial IoT Sectors

IRVINE, Calif. – August 15, 2017 – Menlo Micro, the company responsible for re-inventing one of the most fundamental building blocks of electronic systems – *the electronic switch* – today announced the appointment of veteran sales professional Lew Boore to the position of Senior Vice President, Worldwide Sales and Business Development. In this role, Boore will oversee all aspects of global sales and business development efforts, including bringing Menlo’s disruptive Digital-Micro-Switch (DMS) platform to market in multiple industries including next-generation 5G mobile communications networks, aerospace/defense, and a growing list of industrial segments including test & measurement and medical instrumentation.

Boore brings more than thirty years of sales and business development experience in the semiconductor industry, with a strong focus on mobile communications and power. Prior to Menlo Micro, Boore served as Vice President of Sales for Silanna Semiconductor, selling the company’s specialty RF switches for the telecom sector, resulting in a rapid and successful trade sale to Qualcomm. Boore also served as Vice President of Sales at Cavendish Kinetics where he helped pioneer the use of tunable capacitors as broadband antenna tuners in mobile phones. In addition, Boore also led the WiSpry sales team where he received the world’s first commercial orders for MEMS-based tuners.

“Menlo Micro is on an incredible path with strong business growth, technology innovation and industry recognition. We are very pleased that Lew has joined our executive management team to lead and continue this successful trajectory with our worldwide sales and business development efforts,” said Russ Garcia, CEO of Menlo Micro. “Lew’s deep experience and expertise in the semiconductor and power sectors will only help continue this momentum in getting Menlo Micro’s DMS technology and truly scalable platform to our target customers, and seeing even more disruption across multiple industry sectors.”

Boore joins Menlo’s team of seasoned executives including CEO Russ Garcia; Chris Keimel, Co-Founder and Chief Technology Officer; Chris Giovanniello, Co-founder and Senior Vice President Product Development & Marketing; and Jeff Baloun, Senior Vice president of Manufacturing Operations. The company can be found online at www.menlomicro.com and @menlomicro on Twitter.

About Menlo Micro

Headquartered in Irvine, California, Menlo Micro is reimagining one of the most fundamental building blocks of electronic systems – the electronic switch. The company’s Digital-Micro-Switch platform is a game changer for those who design electronic systems, serving multiple industries including next generation 5G mobile networks, industrial IoT markets, battery management, home-automation, electronic vehicles and medical instrumentation. Menlo Micro is backed by GE Ventures, with investments from Corning, Microsemi Corporation, and Paladin Capital Group.

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