



## Lattice Semiconductor Names Mark Wadlington Corporate Vice President of World Wide Sales

February 20, 2013

### Former Xilinx, LSI Logic Exec Brings Deep Knowledge of Evolving ASIC, FPGA Markets

SAN JOSE, CA -- (MARKETWIRE) -- 02/20/13 -- [Lattice Semiconductor Corporation](#) (NASDAQ: LSCC) today announced that Mark Wadlington has joined the company as Corporate Vice President of World Wide Sales. Leveraging his more than two decades of sales management experience at major FPGA and ASIC vendors, Mark will lead all aspects of Lattice's sales efforts, including the direct sales force, field application engineering, distribution, and sales development. He will report directly to President and CEO, Darin Billerbeck.

Mark comes to Lattice with ample global sales leadership experience. He has led networks of sales personnel, customer engineering groups, and distributors. Mark has also managed the development of comprehensive sales strategies, plans, and processes for specific products groups and strategic accounts.

His decades of experience selling FPGAs, ASICs, and ASSPs dovetails with Lattice's recent product development focus on low density and ultra-low density FPGAs and gives Mark unique insight into the competitive environment Lattice faces. Moreover, Mark brings extensive experience selling into Lattice's target vertical markets including communications, consumer and computing products.

"As Lattice continues to focus in areas where we can differentiate with our low power, low cost, affordable innovation and ease-of-use products, we are adding world class talent with industry-leading experience to strengthen our team," said Darin Billerbeck Lattice President and CEO. "Mark brings a wealth of industry experience and specific knowledge to help us dominate in the ultra-low and low density FGPA markets."

#### **History of Sales Success**

Before joining Lattice, Mark served as Vice President of Worldwide Sales at Applied Micro Circuits Corporation (AMCC), a developer of embedded processors and data transport ICs. Prior to AMCC, Mark was Vice President of Americas' Sales for FPGA vendor Xilinx. Previously, he worked as Vice President of Worldwide MCP (media communications processor) Sales at NVIDIA.

Mark's experience in sales management began at LSI Logic where he held several senior positions during his 21-year tenure. Most recently he served as LSI's Vice President of Worldwide Semiconductor Sales. During his earlier years at LSI he also worked as Vice President of North American Sales and Vice President and General Manager of the Asia Pacific region.

Mark holds a bachelor of science in electronic engineering technology from the Ohio Institute of Technology.

#### **About Lattice Semiconductor**

Lattice is a service-driven developer of innovative low cost, low power programmable design solutions. For more information about how our FPGA, CPLD and programmable power management devices help our customers unlock their innovation, visit [www.latticesemi.com](http://www.latticesemi.com). You can also follow us via Twitter, Facebook, or RSS.

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