



US Headquarters
1000 N. Main Street, Mansfield, TX 76063, USA
(817) 804-3800 Main
www.mouser.com

For Immediate Release

Mouser Electronics Names Jeff Newell as Senior VP of Products

March 7, 2013 – [Mouser Electronics](http://www.mouser.com), Inc., regarded as a top design engineering resource and global distributor for semiconductors and electronic components, today announced the hiring of Jeff Newell as Mouser Senior Vice President of Products, Actives and Passives.

Newell will oversee active and passive product categories, including semiconductors, embedded solutions, development tools, optoelectronic, LEDs and lighting. Newell comes to Mouser from Texas Instruments where most recently he was Director of Distribution for the Americas.

“We are very pleased to welcome Jeff to the Mouser senior team,” said Glenn Smith, Mouser’s President and CEO. “Jeff is a results-driven leader with over 20 years of experience in semiconductor sales, distribution and operations. His experience and judgment will further strengthen our position globally and he will make a great addition to our dynamic team.”

Smith said Newell will be working in tandem with Barry McConnell, Senior Vice President of Interconnect and Electromechanical Products. Both Newell and McConnell will guide the growth of Mouser’s product portfolio across all of the categories to serve the distributor’s growing global customer base.

During his nearly 22 years at TI, Newell was director of Americas Business Operations, Corporate Account Manager, Technical Sales Representative and Technical Sales Associate. Newell has a BS in electrical engineering from Kansas State University and an MBA from Southern Methodist University’s Cox School of Business.

“I’ve always been impressed of how focused Mouser is on new products and advanced technologies, and serving the needs of design engineers,” Newell said. “I am very excited to join Mouser’s strong leadership team and leverage my supply-chain experience, relationships and industry knowledge to contribute to Mouser’s growth.”

Newell is an avid proponent of authorized distribution and a former board member of ECIA (Electronic Component Industry Association). He served on the committee that oversaw the merger of NEDA and ECA in 2010, and served on the Board of Directors from 2006-2012. ECIA (the merged organization of NEDA and ECA) manages the international EIA standards, EDI standards, many supply chain guidelines, while working to protect the authorized supply chain of electronic components.

With its broad product line and unsurpassed customer service, Mouser caters to design engineers and buyers by delivering What's Next in advanced technologies. Mouser offers customers 19 global support locations and stocks the world's widest selection of the latest semiconductors and electronic components for the newest design projects. Mouser Electronics' website is updated daily and searches more than 10 million products to locate more than 3 million orderable part numbers available for easy online purchase. Mouser.com also houses an industry-first interactive catalog, data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

About Mouser Electronics

Mouser Electronics, a subsidiary of TTI, Inc., is part of Warren Buffett's Berkshire Hathaway family of companies. Mouser is an award-winning, authorized semiconductor and electronic component distributor, focused on the rapid introduction of new products and technologies to electronic design engineers and buyers. Mouser.com features more than 3 million products online from more than 450 manufacturers. Mouser publishes multiple catalogs per year providing designers with up-to-date data on the components now available for the next generation of electronic devices. Mouser ships globally to over 375,000 customers in 170 countries from its 492,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit <http://www.mouser.com>.

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Further information, contact:
Kevin Hess, Mouser Electronics
Vice President Technical Marketing
(817) 804-3833
kevin.hess@mouser.com

For press inquiries, contact:
Kelly DeGarmo, Mouser Electronics
Media Communications Manager
(817) 804-7764
kelly.degarmo@mouser.com