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**For Immediate Release**

## **Mouser Electronics Names Mark Burr-Lonnon Senior VP of Global Service and EMEA, APAC Business**

**May 8, 2017** – [Mouser Electronics](http://www.mouser.com), Inc., the New Product Introduction leader that empowers innovation, today announced the promotion of Mark Burr-Lonnon to Mouser’s Senior Vice President of Global Service & EMEA and APAC Business. Since moving to Mouser in 2008 from its parent company, TTI, Burr-Lonnon has led Mouser’s global management team. He is largely responsible for planning, directing and coordinating Mouser’s global growth and expansion activities. Burr-Lonnon brings a wealth of global electronics distribution experience that totals over 33 years.

“Throughout his career, Mark has become adept at managing the many complexities of international business and forging strong industry relationships,” said Glenn Smith, Mouser’s President and CEO. “Mark has become a vital member of our executive management team and our point person on global business.”

Under Burr-Lonnon’s and Smith’s shared global vision and direction, Mouser has quickly grown from a small, U.S. electronics distributor into a global player focused on serving the unique needs of design engineers and buyers worldwide.

Today, [Mouser](http://www.mouser.com) has [22 customer service centers](#) strategically positioned around the globe that provide same-time-zone support in local languages and currencies. Plans for opening more locations in the future are also in progress. Mouser has also expanded its website, [mouser.com](http://www.mouser.com), to support 17 different languages and 27 international currencies.

Burr-Lonnon began his career in the United Kingdom and Europe, moving to the U.S. 12 years ago. At Mouser he has taken an active role in cultivating relationships with current and potential electronic component suppliers, top industry organizations, trade show groups, and media relations outfits. He has also been instrumental in ensuring Mouser’s supplier base and product portfolio align with the divergent global demands of design engineers and buyers across Europe, Asia-Pacific and other strategic world markets.

With its broad product line and unsurpassed customer service, Mouser strives to empower innovation among design engineers and buyers by delivering advanced technologies. Mouser stocks the world's widest selection of the latest semiconductors and electronic components for the newest design projects. Mouser Electronics' website is continually updated and offers advanced search methods to help customers quickly locate inventory. Mouser.com also houses data sheets, supplier-specific reference designs, application notes, technical design information, and engineering tools.

### **About Mouser Electronics**

Mouser Electronics, a Berkshire Hathaway company, is an award-winning, authorized semiconductor and electronic component distributor focused on rapid New Product Introductions from its manufacturing partners for electronic design engineers and buyers. The global distributor's website, Mouser.com, is available in multiple languages and currencies and features more than 4 million products from over 600 manufacturers. Mouser offers 22 support locations around the world to provide best-in-class customer service and ships globally to over 550,000 customers in 170 countries from its 750,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit [www.mouser.com](http://www.mouser.com).

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