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For Immediate Release

Mouser Electronics Names Graham Maggs Vice President Marketing EMEA

August 16, 2016 – [Mouser Electronics](http://www.mouser.com), Inc., the global authorized distributor with the newest semiconductors and electronic components, today announced the appointment of Graham Maggs to Vice President of Marketing–EMEA for Mouser.

Maggs, an industry veteran with over 28 years of experience in European and global roles, joined the Mouser team in April 2010 and has been instrumental in building Mouser’s EMEA marketing team that spans supplier marketing, web marketing, advertising, public relations, media and events.

“Through his hard work, commitment and leadership, Graham has emerged as a key figure in our EMEA business growth over the last six years,” said Mark Burr-Lonnon, Mouser’s Senior Vice President of APAC and EMEA Business. “He has been instrumental in developing a world-class supplier marketing team that has built exceptional local and global relationships and business partnerships to enhance our focus on Engineering Design and Development through the newest products and technology.”

Maggs has directed, built and elevated the Mouser brand across EMEA into a key industry position, overseeing significant growth since 2010. The global distributor has excelled under his leadership, with highly successful EMEA exhibitions at Embedded World and Electronica in Germany, and more recently the Maker Faire events in Italy and Germany. Maggs is a key industry face of Mouser in EMEA and is invited to speak at many industry events on Mouser’s behalf.

“Teamwork is the key to the success we have enjoyed here at Mouser,” Maggs said. “I very much appreciate the support of my team as well as the confidence Mouser has shown in me. I want to thank all at Mouser, including the hard-working and dedicated team who have engineered our growth in Europe. I especially appreciate our supplier partners and their world-class products, and the faith of our customers who have recognized our value in providing best-in-class services and support to their business. We are very excited for what the future holds for us.”

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 22 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 many times daily and searches more than 10 million products to locate over 4 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 4 million products online from more than 600 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 500,000 customers in 170 countries from its 750,000 sq. ft. state-of-the-art facility south of Dallas, Texas. For more information, visit <http://www.mouser.com>.

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