

# Synopsys Announces Appointment of Jay Greenberg as Senior Vice President of Marketing

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Synopsys, Inc. (NASDAQ: SNPS), the world leader in semiconductor design software, today announced it has appointed Jay Greenberg as senior vice president of Marketing, and tasked him with making marketing a sustainable competitive advantage that solidifies Synopsys' position as the globally preferred IC design partner. Specifically, Greenberg will build and drive processes for market analysis, strategic planning, segmentation and differentiation, and will oversee Synopsys' communications and branding as well as lead Synopsys' Marketing Council.

Greenberg comes to Synopsys with more than 30 years of experience in marketing strategy development and execution, especially in the semiconductor arena. Prior to joining Synopsys, Greenberg was the founder and president of Green Mountain Solutions, delivering strategy, marketing, business process improvement and organizational development consulting. Prior to that, he was vice president of Strategic Marketing and Business Development at Taiwan Semiconductor Manufacturing Company Ltd. (TSMC), the world's largest dedicated semiconductor foundry. Before TSMC, Greenberg spent a number of years as vice president and senior partner at the Thomas Group, Inc., a global consulting firm, where he advised numerous well-known electronics companies.

"Through aggressive marketing, we will push Synopsys' strategy to deliver the industry's most comprehensive, best-in-class IC design environment, as measured by quality of results, time to results and cost of results," said Greenberg.

"We are very pleased to have Jay join our company. He is a seasoned executive with the background and experience Synopsys needs to grow to our next stage of development," said Aart de Geus, chairman and CEO of Synopsys. "His experience and successful track record will contribute greatly to differentiating Synopsys and strengthening our position."

## About Synopsys

Synopsys, Inc. (NASDAQ: SNPS) is the world leader in electronic design automation (EDA) software for semiconductor design. The company delivers technology-leading IC design and verification platforms and IC manufacturing software products to the global electronics market, enabling the development and production of complex systems-on-chips (SoCs). Synopsys also provides intellectual property and design services to simplify the design process and accelerate time-to-market for its customers. Synopsys is headquartered in Mountain View, California and has offices in more than 60 locations throughout North America, Europe, Japan and Asia. Visit Synopsys online at [www.synopsys.com](http://www.synopsys.com).

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CONTACT: Yvette Huygen of Synopsys, Inc., +1-650-584-4547, [yvetteh@synopsys.com](mailto:yvetteh@synopsys.com); or Dushka Zapata of Edelman, +1-650-968-4033, [dushka.zapata@edelman.com](mailto:dushka.zapata@edelman.com), for Synopsys, Inc.

Web site: <http://www.synopsys.com/>

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