



Press Contact:

Steve Pollock
LogiSwitch, LLC
(408) 888-8418
stevep@logiswitch.com
www.logiswitch.com

LOGISWITCH EXPANDS MANAGEMENT TEAM AND ADDS A TECHNICAL ADVISORY BOARD

Help Guide the Company's Market Growth

Las Vegas, NV – October 19, 2020 – LogiSwitch, a leader in switch debounce and Arduino prototype electronics, has added marketing and sales leadership and has established a Technical Advisory Board to help the company broaden its market for its NoBounce™ lines of switch debounce ICs and debounced switches, plus guide the company in expanding its new line of VisiShield™ prototype boards.

Mike Pelkey, Founder and CEO of LogiSwitch, has appointed electronics industry veteran Steve Pollock as VP, Sales and Marketing to lead the company's marketing and sales efforts. Steve will focus on establishing new sales channels and increasing awareness of the company and its innovative products.

Mike has also established the Technical Advisory Board to help guide him in developing debounce products that solve customer problems and in defining new products for the company's growing line of Arduino VisiShield prototype boards. The initial members of the Technical Advisory Board are Clive "Max" Maxfield and Tom Anderson. Both members are widely published and have broad experience in the electronics design community.

Mike said, "We are at the point in LogiSwitch's growth where we need to bring in a marketing and sales team and a Technology Advisory Board so that I can focus on creating new products and technologies. Our NoBounce switch debounce technology is mature and very well received in the marketplace. I want to focus my time on building out our VisiShield Arduino prototype board product line and developing new technologies that the Technology Advisory Board suggests."

About Steve Pollock

Steve started his career as custom chip designer at Texas Instruments. After a successful chip design career, he moved into high technology marketing and sales.

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Most of his career has been connected to the semiconductor industry with a couple of forays into the consumer electronics industry. Since 1984, he has specialized in launching start-up companies.

He worked for a number of EDA (Electronic Design Automation) companies, including Cadence Design Systems, where he was the Group Director of Marketing for Simulation Products. He was Chairman of the ESD Alliance Emerging Companies Committee for many years.

He returned to the semiconductor industry in 2014 joining Semi-Pac, a Silicon Valley developer of advanced packaging technology and a provider of quick turn prototype services.

About the Technology Advisory Board

Clive “Max” Maxfield

Clive “Max” Maxfield received his B.Sc. in Control Engineering from Sheffield Hallam University in England in 1980. He began his career as a designer of central processing units (CPUs) for mainframe computers. Over the years, Max has designed all sorts of interesting “stuff” from silicon chips to circuit boards and brainwave amplifiers to Steampunk Prognostication Engines (don’t ask). He has also been at the forefront of electronic design automation (EDA) for more than 30 years.

Well-known throughout the embedded systems and EDA industries, Max has presented guest lectures at universities and papers at technical conferences around the world. Max is also the author/co-author of a number of books, including Designus Maximus Unleashed (Banned in Alabama), Bebop to the Boolean Boogie (An Unconventional Guide to Electronics), The Design Warrior’s Guide to FPGAs, and How Computers Do Math.

Tom Anderson

Tom Anderson is a technical marketing consultant working with multiple EDA, IP, and semiconductor vendors. His previous roles have included vice president of marketing at Breker Verification Systems, vice president of applications engineering at 0-In Design Automation, vice president of engineering at IP pioneer Virtual Chips, group director of product management at Cadence Design Systems, and director of technical marketing at Synopsys.

Tom has published more than 450 papers, articles, and technical blog posts, presented more than 150 conference talks, and contributed to 12 books. He has participated in the development of multiple standards within Accellera, IEEE, VSIA, and other organizations. Tom received an MS in Electrical Engineering and Computer Science from MIT and a BS in Computer Systems Engineering from the University of Massachusetts at Amherst.

About LogiSwitch

LogiSwitch was founded in 2016 by Mike Pelkey, a serial inventor and entrepreneur who has a long engineering career in industrial automation. LogiSwitch’s NoBounce™ line of ICs and switches is a result of his 40+ year career in electronic design engineering where he developed switch bounce solutions for automation applications.

Mike has a passion for simplifying engineering development. He loves to simplify complex problems. Being the consummate engineer, Mike entered the maker space and started working on Arduino projects. He was frustrated by the rat's nest of wires that complicates the development and debug of Arduino breadboards.

The VisiShield™ line of Arduino prototype extender boards and peripherals was driven by his experience with Arduino. He knew that there was a more efficient way to prototype. For more information, visit www.logiswitch.com.

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