

## **CLIVE “MAX” MAXFIELD APPOINTED LOGISWITCH CTO**

*Veteran Technologist Leads Product Evolution to Broaden Market Penetration*

Las Vegas, NV – March 22, 2022 – LogiSwitch, a leader in switch debounce electronics, announced today that Clive “Max” Maxfield has been appointed LogiSwitch Chief Technical Officer (CTO). Max is a widely published industry veteran who is an acknowledged switch debounce expert.

“I am thrilled that Max has accepted the position of CTO,” said Mike Pelkey, LogiSwitch founder and CEO. He has been deeply immersed in our technology since he became a member of the LogiSwitch Technical Advisory Board in October 2020. He has been an invaluable advisor to the company. I look forward to his taking an even more active role in guiding our industry-leading switch debounce technology (NoBounce™) into the future.” Mike continued, “LogiSwitch is seeing significant growth in mission-critical applications where switch bounce cannot be tolerated. These markets include medical, military, robotics, aerospace, and industrial control. Max’s broad knowledge and creativity will help us to develop innovative products to serve these markets.”

### **About Clive “Max” Maxfield**



Max 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. 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 of a number of books, including *Designus Maximus Unleashed*, *Bebop to the Boolean Boogie (An Unconventional Guide to Electronics)*, *The Design Warrior’s Guide to FPGAs*, and *How Computers Do Math*.

### **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.

For more information, visit [www.logiswitch.com](http://www.logiswitch.com).