

ItoM Press Release

Edwin Veldman joins the ItoM team

Proven industry leader to drive expansion with new centre in Enschede

Eindhoven, the Netherlands, April 25, 2017 - Semiconductor Ideas to the Market (ItoM) B.V. today announced that Edwin Veldman has joined the management team as Managing Partner. Edwin will lead the mixed-signal IC and system design company's current expansion plans, by building and running a new competence centre in Enschede. This second centre will strengthen ItoM's RF transceiver and adaptive signal processing expertise and IP portfolio, enhancing the company's global service IP offering for wireless connectivity and broadcast tuners.

"When we heard that Edwin was looking for a new challenge, we immediately contacted him", stated ItoM CEO and co-founder, Harm van Rump. "We already had plans in place to expand our IP portfolio and design service offering by opening a new office in Enschede. Edwin's proven ability to grow a world class team is a real asset for ItoM and will help us achieve our goal of being the primary independent RF analog service IP company in Europe".

Among the first priorities is to build the new team. Initially this will focus on bringing together the key analog and RF IC design experts that are at the core of ItoM's offering, and a few have already been signed. As the team grows, the Enschede office will become a full multi-disciplinary competence centre offering system level support to significantly reduce time-to-market for new wireless connectivity designs. This will allow ItoM to continue supporting both local and global customers while also addressing business opportunities beyond RF Front-End and IoT RF transceiver markets.

"To start building a brand new team for a service IP company definitely gives me the challenge I was looking for", commented Edwin Veldman. "Having successfully grown a team in a short time frame, I understand many of the pitfalls a company can face when expanding. The talent pool in and around Enschede along with the mixed-signal competencies of the University Twente should certainly support this. Of course, as well as building the team we have to find the right location that gives us the opportunity to expand".