

# David D. French joins VisIC Board of Directors

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[/EINPresswire.com/](http://EINPresswire.com/) -- VisIC Technologies, Ltd, an emerging company developing and marketing efficient GaN-based electronic components for energy conversion systems, announced that David D. French has joined the company Board of Directors.

"The power semiconductor market shows excellent growth prospects over the next decade", said David French, "and GaN technology in particular shows great promise in addressing the global need for energy efficiency. Based on their technology strengths I am enthusiastic about the business potential of VisIC Technologies and am pleased to join their board."



Mr. David Damian French has forty years of semiconductor industry experience in a wide array of roles, and now serves as Executive Vice President of Business Development NXP Semiconductors. Mr. French has been with NXP since 2012, and has previously served as Executive Vice President of Research & Development and as General Manager of the Portable and Computing Business Unit, with direct involvement in product development, marketing, manufacturing, strategic planning and business management. He served as the Chief Executive Officer of Quantenna Communications, Inc. from 2009-2010, and prior to that held the position of President and Chief Executive Officer of Cirrus Logic Inc. from 1999 to 2007, overseeing that company's transition from supplying digital components to PC applications to being a leading supplier of audio and mixed signal components in mobile, automotive and professional applications. He served as a Vice President and General Manager of Analog Devices from February 1988 to June 1998 where he played a lead role in establishing ADI as a top tier supplier of digital signal processing components. And prior to Analog Devices, he held key management positions at Texas Instruments and Fairchild Semiconductor. Mr. French also currently serves as Vice Chairman and Director of Advanced Semiconductor Manufacturing Corporation Limited, a dedicated analog semiconductor foundry based in Shanghai, China and as a director of WeEn Semiconductors, ASEN Semiconductors, and Vango Technologies in China. Mr. French has previously held positions on the boards of directors of the Global Semiconductor Alliance, the Consumer Electronics Association, Analogix Semiconductor, Symwave, Incorporated, and Transwitch Corporation.

Mr. French received his BS in Electrical Engineering from the University of Rochester in 1977.

"I am excited to welcome David to VisIC's board of directors," said Tamara Baksht, VisIC co-founder and CEO. "Our goal is to drive rapid growth as a leading provider of GaN power devices, and to establish a long-lasting brand based on the technology we have pioneered over the past 6 years. Mr. French's rich experience and insight as a globally recognized executive and entrepreneur involved in many semiconductor companies is a tremendous benefit to VisIC, as well as our customers."

## About VisIC Technologies

Based in Nes Ziona, Israel, VisIC Technologies, Ltd. was established in 2010 by experts in Gallium Nitride (GaN) technology to develop and sell advanced GaN-based power conversion products. VisIC has successfully developed, and is bringing to market, high power GaN-based transistors and modules. (GaN is expected to replace most of the Silicon-based (Si) products currently used in power conversion systems.) VisIC has been granted keystone patents for GaN technology and has additional patents pending. For more information, please visit: [www.visic-tech.com](http://www.visic-tech.com)

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