

Swissbit expands management team - Matthias Poppel joins as CSMO

Matthias Poppel has accepted the role of Chief Sales & Marketing Officer at Swissbit, taking on responsibility for worldwide sales & marketing activities.

BRONSCHHOFEN, SWITZERLAND, October 1, 2018 /EINPresswire.com/ -- Swissbit AG, a leading manufacturer of industrial-grade flash memory solutions, is expanding its management team. Matthias Poppel has accepted the newly created role of Chief Sales & Marketing Officer (CSMO), in which he has taken on responsibility for worldwide sales and marketing activities with immediate effect.

"Based on its reliable storage and security technologies, Swissbit has the ability to develop and manufacture high-quality microsystems for the Industrial Internet of Things (IIoT). This offers enormous potential not only for Swissbit but also for our customers and partners," said Matthias Poppel. "I am very excited about my new role and am looking forward to further expanding Swissbit's leading market position".

Matthias Poppel has over 20 years of semiconductor industry experience. He has held senior executive positions at Texas Instruments in sales, product marketing, business development and engineering. In recent years, he has been focused on IoT and security, deepening his knowledge in these areas in management positions at Dutch semiconductor manufacturer NXP and at the pioneer of battery-free wireless technology EnOcean.

"With Matthias Poppel, we have not only gained a skilled sales professional, but also a seasoned manager with international experience," said Silvio Muschter, CEO Swissbit. "I am convinced that with Matthias onboard, we are optimally positioned for expansion and growth."

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Matthias Poppel joined Swissbit AG on 03.09.2018 as Chief Sales and Marketing Officer.

This press release can be viewed online at: <http://www.einpresswire.com>

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