

Robert Haefling

President and Chief Executive Officer



Robert Haefling brings to Icron over 25 years of experience in the semiconductor industry in Fortune 100 and high-growth companies in North America and Europe. He was most recently the Vice President and General Manager for ST Microelectronics' TV, Monitor and DisplayPort Division. Before joining ST Microelectronics, Mr. Haefling held senior management positions including CEO of Meridian Audio; a U.K. based high-end developer and manufacturer of audio and video products and he served as the Vice President of Corporate Marketing and General Manager of Genesis Microchip's Faroudja division. During Mr. Haefling's tenure at Genesis, he was involved in the early stages of the DisplayPort specification, promoting the then-proposed standard on a global basis. Prior to Genesis, Mr. Haefling worked for Sage as Vice President of Business Development for the Video Division and oversaw sales and marketing for the Systems Business Group. He joined Genesis Microchip as a result of Sage's acquisition in March 2002. Prior to that, he has held executive managerial, sales and marketing positions at technology companies including Bell Micro products and Texas Instruments.

