

Percepio names Cliff Wood Sales Manager for USA and South America

Västerås, Sweden, 18th October 2017 * * * Industry veteran Cliff Wood today joins Percepio AB, the Swedish developer of RTOS visualization tools, as Sales Manager for USA and South America.

- Cliff has been working with Percepio informally for some time and many of our U.S. customers may have met him, but today we are happy to welcome him as Percepio's first regional Sales Manager, says Percepio CEO Johan Kraft.

Cliff Wood will work with our distributors in the region to support our customers and increase sales. He will be at Arm TechCon conference and expo in Santa Clara, CA, next week, where you will find him in Percepio's booth (#217). He is based in California and can be reached at +1 (650) 670-6617 or cliff.wood@percepio.com.

About Cliff Wood

Cliff Wood started his career as a Technical Specialist at Western Union International in 1970. In 1984, he started working for US Sprint as a Senior Communication Engineer developing their backbone network for telephone switches. He has also worked as a software engineer at Tandem (later acquired by HP) and spent ten years in sales roles at embedded tools vendor IAR, most recently as responsible for sales in North and South America.

About Percepio AB

Founded in 2009 and based in Västerås, Sweden, Percepio is a developer of highly visual runtime diagnostics tools for embedded and Linux-based software. Percepio's tool family Tracealyzer provides an unprecedented level of insight into the runtime world of embedded software, which facilitates understanding, troubleshooting and optimization. Tracealyzer gives embedded software developers better means to create more robust and efficient software, on time and within budget. Percepio collaborates with several leading vendors of operating systems for embedded software.

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