



Press Release

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Numetrics Hires Former EE Times Editor-in-Chief

Brian Fuller to Lead its Social Media Strategy

Longtime journalist, new-media strategist to direct software company's audience-building and social-networking expansion

Cupertino, Calif. Sept. 9, 2009 — Numetrics Management Systems Inc., which provides a suite of enterprise software tools tailored to the unique needs of system and semiconductor product-development organizations, announced today that former EE Times Editor-in-Chief Brian Fuller has joined the company as director of communications and community.

Mr. Fuller, a 26-year media veteran, will drive Numetrics' social media publishing and community-engagement strategy, which will build on successes a broad array of customers, including seven of the top 12 semiconductor companies. Numetrics' software has enabled these companies, such as NXP, Texas Instruments and ST Microelectronics, to cut R&D development costs, improve schedule predictability and better forecast resource requirements to drive complex semiconductor development projects to market faster.

Mr. Fuller will report to President Ronald Collett, an electronics-industry veteran and entrepreneur who co-founded Numetrics in 2000.

"We've built an outstanding software solution that enables R&D organizations to accurately estimate development schedules and project staffing requirements while maximizing productivity. Now we want to use social media to contribute to the conversations about how companies can achieve world-class product development at a time when that's a crucial differentiator," Mr. Collett said. "Brian has the perfect combination of media and communications expertise and industry visibility to be our point man in this endeavor."

Numetrics' core audience—engineering managers—pioneered not only the Web but early social-networking aspects of the Web, such as bulletin-board systems and Usenet groups, to share information. Today, that interaction has moved to popular social-media channels, such as blogs, Twitter and networking sites such as LinkedIn, where the rules of engagement and conversation are just being written.

“Social media is reshaping the relationship between companies and their customers from the traditional ‘we create and you consume’ model of information to a continuing conversation that influences both,” Mr. Fuller said. “Numetrics has a fantastic opportunity to build new bridges to engineering R&D managers by cultivating content and a voice that defines and contributes insights into the biggest product-development challenges of our time.”

Prior to joining Numetrics, Mr. Fuller spent nearly two years as senior vice president of digital media and content creation at Blanc & Otus, where he advised clients as diverse as Oracle, CA, Visible Technologies and Tendril Networks on content and social-media strategies and tactics, such as blogging and microblogging, wiki creation, social networking, content management and search-engine optimization (SEO).

Before that, he spent 15 years at EE Times in various positions, the last six years as editor-in-chief. During his career at Times, he helped guide the publication to become the No. 1 source for electronics industry news and information worldwide, and expand its news, social-media and community offerings online.

About Numetrics Management Systems, Inc.

Numetrics (www.numetrics.com) provides a suite of software tools tailored to the unique needs of the R&D organizations in semiconductor and systems companies. The enterprise resource planning (ERP) software, leveraging a database of more than 1,400 design projects, enables unprecedented predictability of chip-development schedules, reliably measures project schedule risk and benchmarks product development performance against the industry's best-in-class. The company is headquartered at 20863 Stevens Creek Boulevard, Suite 510, Cupertino, Calif. Numetrics Management Systems and NMX are trademarks of Numetrics Management Systems, Inc. All other brands or products are the trademarks or registered trademarks of their owners.