



Corporate Executives



Howard Bubb

Chairman & CEO

Bubb joined Ambric from Intel, where he was a corporate vice-president and the general manager of Intel's Communications Infrastructure Group. Previously, Bubb was president and CEO of Dialogic, a leading manufacturer of computer telephony (CT) hardware and software. Intel acquired Dialogic in 1999. Before that, Bubb was senior vice-president and general manager of Lexar. He also held top management positions with United Technologies, Memorex, and Telex. Bubb holds a bachelor's degree in Electrical Engineering from the California Institute of Technology, Pasadena, Calif.



Steve Frison

Vice President - Software Engineering

Before joining Ambric, Frison was the vice-president of Systems and Software at Stexar Corporation. Previously, he was the COO and CTO for DivX, Inc., a leading maker of video sharing technologies. Before that, Frison was the president and COO of CenterSpan Communications Corporation, a developer of secure, software-based Internet and intranet content delivery solutions. Prior to that, Frison held positions in other technology companies including Intel Corporation where he was engineering manager for the Personal Conferencing Division and Rational Software, Inc. where he was director of Consulting Services. He holds a Bachelor of Science in Mathematics and Computer Science from Portland State University.



Marc Quattromani

Vice President - IC Engineering

Marc has over 20 years of experience in computer systems and IC engineering. He has taken 18 designs to 90nm in custom and standard-cell IC design flows. Prior to Ambric he has held engineering leadership positions in a number of companies including VP of engineering at PMC-Sierra's MPU division, Siemens-Pyramid, Cyrix, and Convex. He has been granted 14 processor & computer patents. He holds an MSEE degree from Stanford, and BSCS from Rensselaer.



Dave Nickel

Vice President - Finance

Dave joined Ambric in 2008 and brings over 20 years of finance experience with technology companies. Prior to joining Ambric, Dave worked at Intel for 15 years in a variety of senior finance roles including controller for Legal & Corporate Affairs, communication and networking divisions, and Intel Capital with a focus on mergers & acquisitions. In addition, Dave has held finance positions at NEC and Motorola. Dave holds a bachelor's degree in Finance from Northern Illinois University and an MBA from Indiana University.

**Joe Herbst****Vice President - Marketing**

Prior to Ambric, Joe was a founder and vice-president of marketing and sales at AudioMojo, which was recently acquired by Focus Enhancements. Joe started as an engineer at Intel in Santa Clara Calif. and later moved to a start-up PicoPower, which developed the world's first power management core logic for laptops. After leaving PicoPower, he founded Maverick Networks and operated as a principal engineer. Maverick was later acquired by Broadcom. While at Broadcom, Joe transitioned into marketing, while earning an MBA. He later joined Pixelworks and, in 2001, led that company's transition into the DTV market. He has been granted 10 patents. Joe has a BSEE from the University of Delaware, an MSEE from Purdue University, and an MBA from Santa Clara University.

**Jim Souers****Senior, Director of World Wide Sales**

First as Ambric's sole sales person, then as the executive responsible for building the sales organization, Jim is driving our success in customer adoption and growing revenue. He brings more than 20 years of experience in semiconductor sales, business development, and sales operations for programmable logic, embedded processors and peripherals, networking, non-volatile memories, and PC processors products. Prior to Ambric, he established a track record as a sales champion and executive as he staffed, managed, and lead; various field sales teams and geographies, world wide strategic accounts, and corporate sales operations while working for Advanced Micro Devices. Jim received a Bachelors of Science in Computer Engineering from Oregon State University and a Masters of Business Administration from Lake Forest Graduate School of Management.

**Mike Butts****Ambric Fellow**

Butts is a lead hardware architect and joined Ambric from his position as co-founder of a programmable IC platform company. He has an extensive background in architecting large-scale re-configurable hardware. He is the co-inventor of hardware logic emulation using reconfigurable hardware, which spawned a market now valued at \$100 million. During his twenty years in the electronic design automation (EDA) industry, Butts developed several re-configurable chips and system products. His career was spent at companies that pioneered many fundamental electronics technologies, including Floating Point Systems, Mentor Graphics, Quickturn, Synopsys, and Cadence Design Systems, where he was named a Cadence Fellow. Most recently he was at Tabula.

To date, Butts holds 32 U.S. patents with additional patents pending; he also holds patents issued in Canada, Europe, and Japan. Butts holds a B.S. in Electrical Engineering and an M.S. in Electrical Engineering/Computer Science, both from the Massachusetts Institute of Technology, Cambridge, Mass.