

## **John Byrne**

### **Senior Vice President and General Manager, Global Accounts**

John Byrne is Senior Vice President and General Manager of Global Accounts. He is responsible for ensuring AMD's worldwide sales organization effectively addresses customer needs by exceeding the expectations of AMD's largest multinational partners. He reports to AMD's Chief Sales Officer.

John has been with AMD since 2007, and was most recently responsible for managing AMD's America's sales and marketing organization. Under his leadership, AMD achieved significant growth in the North America channel and consumer businesses and strengthened business in key Latin American emerging markets. Prior to that, he was Corporate Vice President for AMD's Worldwide Channel Sales business, responsible for growing share, building relationships with key customer and influencers for global channel, Regional OEM and Small and Medium business partners.

John played a critical role in the success of the AMD Fusion Partner Program, and also helped ensure AMD's successful transition to the Accelerated Processing Unit (APU) architecture in 2011 by driving design wins that introduced the new APU into the market.

John has more than 24 years of experience in the high-tech industry, including serving as Chief Executive Officer of his own sales and marketing companies for several years in which he represented major semiconductor organizations such as ATI and Cyberlink in the UK and across EMEA.