

Silica Appoints Martin Bielesch as General Manager, Lighting & New Markets EMEA

New leadership to strengthen the distributors' position in the lighting & new markets segment

Poing, November 9, 2012 – Silica, an Avnet, Inc. (NYSE:AVT) company, has appointed Martin Bielesch as General Manager EMEA for its Lighting and New Market business. In his position he will join the SILICA Executive Management, reporting directly into Miguel Fernandez, President of SILICA.



Martin, a 18-year industry veteran, has a successful track record of various distribution management roles. He joins Silica from Future Electronics Ltd where he most recently held the position of VP Deputy Managing Director EMEA, in which he was instrumental in establishing the Future Lighting Solutions business in Europe.

“Silica has been very successful at establishing itself as the ‘Engineers of Distribution’, taking our broad design-in support strategy across Europe. The time is now right for us to replicate that success in the Lighting and RFID markets, segments we have grown solidly over the last few years”, commented Miguel Fernandez, President at Silica. “With his experience, leadership talents and management skills Martin is a great addition to our team. I am certain he will quickly develop and implement EMEA wide strategies that will help us to strengthen our position and expand our support to customers across Europe.”

Martin holds a degree in Electronics Engineering from the Technical University in Munich and will be based in the Silica offices in Poing/Munich.

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About Silica

Silica, an Avnet, Inc. (NYSE:AVT) company, is one of the leading semiconductor distributors in Europe. Silica accelerates its customers' success by connecting 25 technology suppliers with a broad base of more than 15,000 customers and providing in-depth design support and cost-effective, value-added services and solutions. For more information, visit www.silica.com

Editorial Contact

SILICA (Avnet EMG GmbH)

Kerstin Kurth, Director Communications

Phone +49 (0)8121 777-340

kerstin.kurth@silica.com