



# News

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## **New VP Bill Finch Joins CAST IP Sales Team**

**June 7, 2001, Wayland, Massachusetts** — Semiconductor intellectual property (IP) provider CAST, Inc. today announced that industry veteran Bill Finch has joined the company as Vice President of Sales. This new position is responsible for managing direct and distributor sales activities for CAST throughout the world.

“Bill has a proven knack for identifying and really satisfying a customer’s basic needs,” said Hal Barbour, president of CAST. “He also brings new levels of experience, efficiency, and organization to the international CAST team, things we’re needing as our sales revenues take off.”

### **About Bill Finch**

Beginning with a BSEE from Purdue University, Mr. Finch has held a variety of engineering, sales, and executive positions with companies including GenRad, Boreas, Inc., SemiTest, Inc., and the Brown and Sharp Manufacturing Company. His diverse areas of experience include microprocessor test, superconductivity research, semiconductor metrology tools, and defect analysis for the flat panel and semiconductor industries.

“I couldn’t turn down the chance to be part of such a vital player in the embryonic IP industry,” said Mr. Finch. “CAST is ideally positioned to deliver real solutions to companies who otherwise couldn’t manage the expense or challenge of IP-based design, and I’m looking forward to serving and expanding our family of satisfied customers.”

Mr. Finch is based in Wayland, Massachusetts (508/655-8150, bill@cast-inc.com).

## **About CAST, Inc.**

CAST provides practical, affordable IP cores and services for designers of 8- and 16-bit microprocessor-based systems. Operating since 1993, the company has a reputation for quality products, flexible licensing, and responsive, comprehensive technical support. The company is located near New York City, and works with an international network of IP developers and distributors.

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