



PRESS RELEASE

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THE RTC GROUP RECRUITS ERIK PLOOF, FORMER DIRECTOR OF BRAND STRATEGY AT ARM.

ARM Veteran and Embedded Business Expert has joined the RTC Group as Senior Technical Advisor for RTECC and *RTC* magazine.

San Clemente, California – After working with Erik for over a decade as the Director of Brand Strategy at ARM, The RTC Group is proud to announce his roles as Senior Technical Advisor. Erik will aid RTC in advancing their products, with his initial projects being the Santa Clara RTECC event and the addition of a supplement to *RTC* magazine— - project code name “*Embedded Edge*.” (Real-Time & Embedded Computing Conference, Santa Clara, is scheduled for January 22, 2015.)

Erik has already had a dramatic effect on the RTECC event by guiding us toward a stronger technical conference and the addition of larger booths for exhibitors wishing to support partner communities. Erik’s experience in areas that are reshaping the future will be beneficial to our clients wishing to stay on top of major trends in the areas of the Internet of Things, Augmented Reality and Entertainment, to name just a few.

“The stars have aligned for us to bring on one of the best marketing minds in the embedded business,” said Aaron Foellmi, Vice President of Sales and Marketing for the RTC Group. “We are excited about the energy Erik brings and his focus on emerging trends.”

Erik joined ARM in 1998, and during his 16-year tenure he was responsible for steering the management and worldwide growth of the ARM Corporate Identity and brand architecture. He also led the cultivation and growth of ARM’s partner ecosystem, growing the worldwide membership from 6 to 1000 partners.

He directed ARM’s brand through three stages of evolution, transforming the company’s marketing orientation from product focus to technology leadership, and positioning ARM as a directional beacon for the embedded industry. Erik’s success with events is well known as he



also conceptualized and managed ARM's annual TechCon event for 10 years, growing the event from 450 to over 6,000 attendees.

Along with his strength in event development, Erik is a published author. For 10 years he was the Editor-in-Chief of *IQ* magazine, read by more than 55,000 engineers in multiple languages. Its focus was on embedded technology surrounding the ARM ecosystem.

Erik also serves as a Non-Executive Board Member for WebRotator, a start-up software company.

About RTECC – The Real-Time and Embedded Computing Conference is part of The RTC Group family of products that include *RTC* magazine and *Intelligent Systems Source* Web portal. The event is designed in support of regional sales activities, by placing local sales in front of the local audience. The current calendar supports 15 locations throughout North America.

The RTC Group is the leading provider of marketing for vendors in the OEM electronics industry. For additional information regarding upcoming events, publications and other marketing services, contact the RTC Group at +1 (949) 226-2000 and visit www.rtcgroup.com.

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