

**STEVE RODDY**  
**VICE PRESIDENT OF MARKETING**  
**TENSILICA, INC.**



Steve Roddy joined Tensilica in 2000. He is responsible for product marketing, marketing communications, technical communications and partner programs.

Prior to Tensilica, he served as Vice President of Sales and Marketing at Amphion Semiconductor, which has since been acquired by Conexant. He was instrumental in transforming Amphion from a design services company into a provider of audio, video and communications IP (intellectual property). Under his guidance, the company became a leading provider of MPEG-2, MPEG-4, and H.264 video solutions.

From 1997 to 1999, he was Marketing Director at Cadence, in charge of two design services groups: the multimedia group and the digital IC design group.

Prior to Cadence, he was Product Line Manager in the Silicon Architects Group of the Design Reuse division of Synopsys. It was here that he first started working on issues of IP licensing and distribution. It was also here that he met and worked with Chris Rowen, the founder and President of Tensilica.

Steve's background also includes ASIC Product Marketing Manager at LSI Logic from 1993 to 1996 and Strategic Marketing Manager at AMCC from 1990 to 1993.

In the mid-to-late 1980s, Steve held design and engineering roles at Gould Computing Systems and Burroughs where he designed ASICs for supercomputer, minicomputer and network systems.

Steve holds a BSEE from the University of California at Berkeley and an MBA from the Anderson School of Management, University of California in Los Angeles.