



**Mike Frieswyk**  
**Senior Vice President of Worldwide Sales and Marketing**

Prior to joining Alien Technology Mike was the Sr. Vice President of Worldwide Sales and Marketing at SynapSense, before which he was the Sr. Vice President of Sales at Flextronics/Vista Point Technologies, and also spent almost 20 years with Intel where he was the vice president, Sales and Marketing Group and director of Global Accounts. Prior to that, Mike was co-general manager of Intel's Worldwide Customer Solutions Group.

Also, Mike was director of Intel America's Business Development Organization for six years, during which time his team drove the overall enterprise solution sales strategy and engagements across North America and South America. He helped to develop Intel's overall solutions sales strategy and align the company toward a solution sales/influence model in the field. For the three years prior to that Frieswyk was the sales director for Dell. Frieswyk received a bachelor's degree in computer and information services from Arizona State University in 1983.