



EVERYTHING MATTERS

EUROPEAN TECHNOLOGY LEADERS SUMMIT



Ian Drew

EVP Strategy

ARM

Ian Drew was appointed as EVP Strategy at ARM, the FTSE 50 technology firm, in August 2011, having previously been EVP - Marketing. As marketing lead, he has spearheaded the development of ARM's integrated social media strategy for its unique, eco-system business model. This has since been embedded across the business globally to great acclaim. ARM was listed as one of seven FTSE 100 firms that are leaders in social media use in a report covered by the Daily Telegraph in March 2011.

Prior to joining ARM, Ian worked at Intel Corporation for 14 years in various senior management roles around the world including Asia, Europe and the US, latterly as GM of the Russia/CIS office based in Moscow.

ARM is the world's leading semiconductor intellectual property supplier, its technology lies at the heart of the development of digital electronic products. At the end of 2010, there were 2.5 ARM processor-based chips in every mobile phone handset. Ian returns fresh from the largest consumer technology showcase in the world, the Consumer Electronics Show (CES) held in Las Vegas last month. Apparently at the show it was difficult to get further than ten feet away from an ARM-based product – according to a leading journalist!

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