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Mr. Barnetson is responsible for market definition and development, 'go-to' market strategies and tactical marketing activities, including customer engagement models. Mr. Barnetson has spent the past nine years in the semiconductor memory business, holding various quality, test and application engineering roles at several memory manufacturers and providers of electronic manufacturing services (EMS) including Celestica Inc. and Micron Technology, Inc.

Mr. Barnetson received a Bachelor of Science degree in Electrical Engineering from the University of Calgary and holds an MBA from the UC Berkeley Haas School of Business.