



Ventiva Expands Leadership Team to Drive Growth Plans

Company Appoints Reynette Au as new CMO, VP and GM of New Markets

FREMONT, Calif. – February 13, 2025 – Ventiva®, the leader in thermal solutions, today announced the appointment of Reynette Au as Chief Marketing Officer and Vice President and General Manager of New Markets. In this new role, she will expand the company's reach into both existing and new markets and applications, while aligning with global sales and business development efforts to pursue opportunities that maximize revenue, build strategic partnerships, and strengthen the company's presence in critical markets.

"We are excited to welcome Reynette Au as Ventiva's new CMO and Vice President and General Manager of New Markets. Having worked with Reynette during our early days at ARM, I've always admired her exceptional wisdom and unwavering courage. When the opportunity arose to bring her incredible talents to Ventiva, I couldn't pass up the chance," said Carl Schlachte, Chairman, President, and CEO of Ventiva. "Reynette's vision and leadership will help us pursue opportunities that drive growth, foster strategic alliances, and enhance our footprint in key markets. I'm looking forward to collaborating with her once again and witnessing the remarkable impact she will have on our team and our future success."

As a proven leader in the technology and semiconductor industries, Au has a track record of successfully managing global teams and executing market-specific product initiatives that drive revenue growth. Before joining Ventiva, she was Director, Product Operations and Chief of Staff to the office of the CTO, Devices and Services, at Google. Prior to this, she was vice president of global marketing at Intel Corporation, where she led global outbound marketing for the Programmable Solutions group. Other leadership positions Au has held throughout her career were at organizations including Phoenix Technologies, GTIA, Micron Technology, NVIDIA Corporation, Triscend Corporation, which was acquired by Xilinx, and others. She brings a track record of driving marketing strategy and customer engagement programs that enable the scaling and market segment share growth for a range of system solution products.

About Ventiva



Ventiva, a leading company in active cooling solutions for electronic devices, enables thinner, faster, and cooler high-performance devices that are lightweight, silent, and vibration-free. The company's patented ICE® technology is a pioneering all-electronic heat transfer technology created to address the thermal problems exacerbated by modern high-performance semiconductor design. Learn more at www.ventiva.com or follow us on LinkedIn.

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