Blue Pearl Software names Roger Bitter Vice President, worldwide sales

SAN JOSE, Calif.(Business Wire) -April 01, 2013 -Blue Pearl Software, Inc, the provider of RTL Signoff EDA software for FPGAs, announced that it promoted Roger Bitter to Vice President of worldwide sales. Roger will strengthen the sales and support channels to service the growing demand of the Blue Pearl Software Suite.

"Roger has already made great strides in solidifying the international sales channel, said Ellis Smith, Chairman and CEO of Blue Pearl Software. Roger is a recognized EDA industry veteran and he will leverage his extensive experience in leading worldwide sales organizations to support the Blue Pearl Software users."

Roger Bitter brings over 30 years of international technology, sales and management experience that includes a track record building and launching commercial and public sector companies and running high-performing sales teams in extremely competitive global markets.

Bitter's management experience includes business development, finance, international relations, marketing and the creation and supervision of alliance and partner programs. He launched operations for a number of U.S. and Japanese EDA (electronic design automation) firms, including Summit Design Inc., which he helped guide to a successful IPO (initial public offering); Compass Japan KK, where he generated more than 40 percent of the firm's revenue and 60 percent of its profitability from Far East operations; and Silicon Compiler Systems, where he increased international revenues from 30 percent to 60 percent of total company revenue.

Bitter recently served as VP, Business Development of Mears Technologies Inc., a pioneer in the field of Semiconductor IP.Prior to Mears, he held senior sales executive positions at several technology companies, including Teseda Corporation, Xpedion Design Systems, Virage Logic, Inc., and Magma Design Automation, where his efforts were instrumental in launching one of the EDA software industry's most successful IPOs.

About Blue Pearl Software

Blue Pearl Software, Inc. provides RTL Signoff software that uses new and innovative technology to reduce design flow iterations and increase designer productivity early in the digital design flow. By partnering with key players of the FPGA Ecosystem, Blue Pearl Software accelerates FPGA implementation. Blue Pearl Software Suite checks RTL designs for functional errors and automatically generates comprehensive and accurate Synopsys Design Constraints (SDC) to improve quality of results (QoR) and reduce FPGA and ASIC design risks.

Visit Blue Pearl Software at http://www.bluepearlsoftware.com.

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