

Paul Sandberg

Senior Vice President, Global Sales & Marketing, Business Unit Home, Philips Semiconductors

Paul Sandberg was appointed Senior Vice President of global sales & marketing for the Business Unit Home in April 2005. He is responsible for all sales & marketing for Philips' semiconductor solutions for consumer multimedia products in the home.

Prior to taking the responsibility for the Business Unit Home, Paul was holding a number of senior management positions at Philips. He was the Head of Corporate Alliances in Amsterdam and with this responsible for growing the business with the top Philips alliance partners. He was Vice President of Sagem Communications SA in Paris, managing the integration of the Philips organization into the Sagem company. Prior to this Paul was the Business Unit manager for the Internet Fax activities of Philips Consumer Communication in Vienna. Other positions he held include marketing & sales responsibilities for Philips PC Peripherals, Philips Media and Philips Computers. Paul joined Philips in 1989.

Paul Sandberg has a degree in Business Economics from the University at Tilburg. He was born in 1964 and is married with two children.