



Ashling welcomes Ravindra Nuguri as Strategy and Business Development Advisor

June-20 2024, Limerick, Ireland.

Ashling, a leader in embedded tools and services for the semiconductor industry, is pleased to announce the appointment of Ravindra (“Ravi”) Nuguri as Strategy and Business Development Advisor. Ravi will initially focus on expanding Ashling's presence in the Indian market, a key area of growth for the company.

Ravi brings in a wealth of experience in strategic planning and business development. Before joining Ashling, he successfully led numerous strategic initiatives that significantly enhanced business operations and revenue streams at various high-tech firms in multiple industries including aerospace and defence, automotive, servers, storage, semiconductor and nuclear sectors .

He comes with 35+ years of experience spanning products and services and his deep understanding of the Indian market will be instrumental in Ashling's efforts to capitalize on opportunities within this rapidly expanding region.

*"We are thrilled to have Ravi join our team," said **Hugh O’Keeffe, CEO of Ashling.** "His expertise in strategy formulation and market expansion is perfectly aligned with our goals for the Indian market. I am confident that Ravi's unique insights and leadership will greatly accelerate our initiatives in this region and beyond."*

Ravi also expressed his enthusiasm about his new role at Ashling, stating, *"I am excited to be part of Ashling and look forward to driving the strategic initiatives that will expand our footprint in India and beyond. It's a fantastic opportunity to contribute to a company that's renowned for its innovative solutions providing both development tools and services to the semiconductor industry."*

About Ashling

Ashling has been a leading provider of Embedded Development Tools & Services since 1982, with design centers in Limerick Ireland and Kochi India and sales and support offices in Europe, Asia Pacific, the Middle East, and America. The company has a particular focus on RISC-V and is the first to bring tools to the market supporting the heterogeneous debugging of RISC-V cores along with other cores from multiple vendors. Visit <https://www.ashling.com/> for more details.

Ashling Contact

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