

## **John Byrne**

### **Senior Vice President and Chief Sales Officer**

John Byrne is Senior Vice President and Chief Sales Officer. He is responsible for ensuring that AMD's worldwide sales organization remains responsive to customer needs while further driving the adoption of AMD innovations by global technology providers. He reports to AMD President and Chief Executive Officer Rory Read.

Byrne joined AMD in 2007. He has more than two decades of experience in the IT industry, including leadership roles in technology sales and marketing. In February 2012, he was promoted to Senior Vice President of Global Accounts. Previously, he was responsible for managing AMD's Americas sales and marketing organization. Byrne led AMD through a period of significant sales growth in North America, while also expanding the company's business in key Latin American emerging markets. Prior to that, he was Corporate Vice President for AMD's Worldwide Channel Sales, where he grew the business by 65% in two years through the consolidation of the company's computing and graphics processor channels.

John played a critical role in the success of the [AMD Fusion Partner Program](#), and also helped ensure AMD's successful transition to the [Accelerated Processing Unit](#) (APU) architecture in 2011 by driving design wins that introduced the new APU into the market.

Prior to joining AMD, Byrne was CEO of Advanced Technologies, Ltd., a leading European sales and marketing organization that collaborated with global hardware and software companies including ATI Technologies and Cyberlink to successfully define and activate local channel sales and marketing strategies.

Byrne lives in Austin, TX with his wife Caroline.