

## **MIPI Alliance Board of Directors Appoints Full-Time Managing Director**

MIPI Alliance

Piscataway, NJ - The [MIPI Alliance](#) [1], an international organization that develops interface specifications for mobile and mobile-influenced industries, has announced the appointment of Peter Lefkin as managing director, and Mike Krell as the director of marketing and membership.

“The Board of Directors appoints Peter Lefkin to the full-time role of managing director, as a result of his outstanding leadership while serving as MIPI’s part-time managing director since February 2011,” says Joel Huloux, Chairman of MIPI. “We have finalized joint agreements with partner organizations including: JEDEC, PCI Special Interest Group (PCI-SIG), USB Implementers Forum (USB-IF), VESA and the MEMS Industry Group. Having Peter’s experience and full time focus on MIPI will greatly benefit the organization moving forward.”

As managing director, Lefkin is responsible for all MIPI activities and operations from strategy development to implementation. In addition, he is responsible for MIPI’s increased collaboration with the IEEE Industry Standards and Technology Organization (IEEE-ISTO). The managing director serves by appointment, and under the direction of MIPI’s Board of Directors. Lefkin will also serve as the secretary for the Alliance.

“Additionally, we are very pleased that Mike Krell has agreed to accept the position of director of marketing and membership for MIPI,” Huloux continues. “MIPI has had widespread deployment and success with its current specifications. Mike will focus on helping MIPI specification users, press, analysts and potential MIPI members understand the power of MIPI’s specifications and the role they can play in the current and future mobile and mobile-influenced designs.”

Krell joins MIPI with more than 25 years of experience in the electronics industry having worked for AMD, Legerity and most recently Alereon. He spent the last nine years working with industry alliance organizations including: MultiBand OFDM Alliance, WiMedia Alliance, USB-IF, Bluetooth® Special Interest Group, IEEE and ECMA.

For more information visit [www.mipi.org](http://www.mipi.org) [1].

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[1] <http://www.mipi.org>