**Umasankar Pingali appointed Business President of Newark**

**Chicago, June 19, 2019:** [Premier Farnell](http://www.farnell.com), the Development Distributor, has appointed [Umasankar Pingali](https://www.element14.com/news/uma-pingali-business-president-sales-and-marketing-asia-pacific/) to the role of Business President of Newark, its distribution business in the Americas. Uma will continue to report to [Chris Breslin](https://www.element14.com/news/chris-breslin/), President of Premier Farnell.

Uma joined Premier Farnell in 2011 and became Regional Business President of Premier Farnell’s APAC business, element14, in 2015. Uma was selected to lead the Newark business based on the strong performance delivered by the APAC business under his leadership and extensive industry experience, gained over 30 years spanning senior roles in organizations such as Future and Intersil.

**Chris Breslin, President of Premier Farnell said:** “I am delighted that Uma will be bringing his skills and experience to our Americas business. Uma has demonstrated the value that he adds to Premier Farnell, year after year. As Regional Business President of APAC, Uma has led a talented team to consistently deliver profitable growth in the region. I am confident that Uma’s focus and leadership will help Newark grow further in the year ahead.”

In his new role, Uma will focus on driving profitable growth in the Americas by maximizing the potential of Newark’s successful multi-channel sales model and customer value proposition.

**Ends**

**Notes to Editors**

You can find more details and supporting imagery related to this press release on our newsroom: [www.element14.com/news](http://www.element14.com/news)

**About us**

[Newark](http://www.newark.com/) is part of the [Premier Farnell](https://www.premierfarnell.com/) group of businesses, a global technology leader with over 80 years in the high service distribution of technology products and solutions for electronic system design, production, maintenance and repair. Premier Farnell uses this experience to support its broad customer base, from hobbyists to engineers, maintenance engineers and buyers as ‘The Development Distributor’, working with leading brands and start-ups to develop new products for market, and supporting the industry as it seeks to develop the current and next generation of engineers.

Premier Farnell trades as [Farnell](http://uk.farnell.com/) in Europe; [Newark](http://www.newark.com/) in North America; and [element14](http://sg.element14.com/) throughout Asia Pacific. Premier Farnell sells direct to consumers through a network of resellers and its [CPC](http://cpc.farnell.com/) business in the UK.

Premier Farnell is a business unit of [Avnet](https://www.avnet.com/), Inc. (Nasdaq: [AVT](https://ir.avnet.com/)). Avnet is a global technology solutions provider with an extensive ecosystem that delivers design, product, marketing and supply chain expertise for customers at every stage of the product lifecycle.

For more information, visit our websites at <http://www.premierfarnell.com> and <https://www.avnet.com>

**Contacts for journalists:**

**North America Agency**

**Brodeur Partners**

**Jamie Ernst**

Tel: (+1) 480.308.0286

Email: jernst@brodeur.com

**Premier Farnell**

**Holly Smart, Head of PR and External Communications**

Tel: +44 113 3485188

Email:hsmart@premierfarnell.com