**Premier Farnell appoints Rob Rospedzihowski as**

**Vice President, Sales, EMEA**

**Leeds, United Kingdom, 9 August 2018** – [Premier Farnell](http://www.premierfarnell.com), the Development Distributor, has appointed Rob Rospedzihowski as Vice President for Sales, EMEA, reporting to [Chris Breslin](https://www.element14.com/news/chris-breslin/), President, Premier Farnell. Rospedzihowski is responsible for [Farnell element14’s](http://www.farnell.com) sales across EMEA and takes on the role with immediate effect.

# Rospedzihowski has held the position of Regional Sales Director since 2015 to where he has led the company’s sales, marketing and ecommerce operations in Eastern Europe, Nordics and key International Market territories in Russia, Turkey and Israel.

Rospedzihowski has more than 30 years’ experience in sales and distribution and an impressive track record in leading sales strategies in the Americas, China and Europe. He re-joined Premier Farnell in 2015 from Thomas Cook where he was head of Merchandising, and previously held numerous senior management and leadership roles in the electronics industry with organisations including Premier Farnell, Arrow electronics, Future electronics and originally ITT/STC Electronic Services.

**Chris Breslin, President, Premier Farnell said:** “The strength of our senior team in Europe is evidenced by the performance that the business has delivered during the last 12 months. Rob has been instrumental in delivering that growth, delivering strong double-digit sales growth in Eastern Europe in the last year. He brings experience and a strong knowledge of the business to this new role, which I am confident will help Farnell element14 grow further in the year ahead. I am delighted to be able to promote Rob to this new role and welcome him to our Senior Leadership Team”

Rospedzihowski is also Chairman of the Polish Worldwide Scouting Organisation with over 8,000 members in countries including Australia, Argentina, USA, Canada, UK, Ireland, France, Belgium and Nordics. His is married with four children.

Premier Farnell operates as [Farnell element14](http://farnell.com/) in EMEA, [Newark element14](http://www.newark.com/) in North America and [element14](http://sg.element14.com/) in Asia Pacific.

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**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**

[Farnell element14](http://farnell.com/) is part of the [Premier Farnell](http://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 is a business unit of Avnet (Nasdaq: [AVT](https://ir.avnet.com/)). Premier Farnell trades as [Farnell element14](http://farnell.com/) in Europe, [Newark element14](http://www.newark.com/) in North America, and [element14](http://sg.element14.com/) throughout Asia Pacific. The Premier Farnell Group is supported by a global supply chain of more than 3,500 suppliers and has an extensive inventory profile developed to anticipate and meet the needs of innovative customers everywhere. Premier Farnell sells direct to consumers through a network of resellers, and its [CPC](http://cpc.farnell.com/) business in the UK.

For more information, visit the website at <http://www.premierfarnell.com>

**European PR Agency:**

**Freya Ward**

**Napier Partnership**

Tel: +44 1243 531123

Email: Freya@napierb2b.com

**Premier Farnell:**

**Holly Smart**

**Head of PR and External Communications**

Tel: +44 113 2485188

Email:hsmart@premierfarnell.com