

Tektronix Names Tami Newcombe Commercial President Brings 25 Years of Technology Industry Experience and will Lead Global Sales and Marketing

BEAVERTON, Ore., March 7, 2017 /PRNewswire/ -- Tektronix, Inc., a leading worldwide provider of measurement solutions, has named Tami Newcombe to the position of commercial president where she will be responsible for leading global sales and marketing. A former Cisco executive with 25 years of technology industry experience, Newcombe has a strong track record of working with customers ranging from small and medium businesses to enterprises and in developing new approaches to capture critical market transitions, capitalize on the power of channel partners and show the business value of technology adoption to customers.

"I am pleased to welcome Tami to the Tektronix team leading our global sales and marketing efforts," said Pat Byrne, President of Tektronix. "She brings a broad range of experience working with technical industry customers, plus a proven track record of delivering growth results and developing leaders in a high-performance environment."

At Cisco, Newcombe held the role of vice president for commercial sales responsible for driving business that supported the entire Cisco product portfolio. Prior to Cisco, Newcombe held positions as a global client executive, sales engineer, product-marketing engineer and development engineer at Analog Devices and IBM. She holds an MBA from Union College and degrees in electrical and bioengineering from Syracuse University.

Wondering what else Tektronix is up to? Check out the Tektronix [Bandwidth Banter blog](#) and stay up to date on the latest news from Tektronix on [Twitter](#) and [Facebook](#).

About Tektronix

Headquartered in Beaverton, Oregon, Tektronix delivers innovative, precise and easy-to-operate test, measurement and monitoring solutions that solve problems, unlock insights and drive discovery. Tektronix has been at the forefront of the digital age for over 70 years. Join us on the journey of innovation at [TEK.COM](#).

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For further information: Amy Higgins, Worldwide PR & Brand Manager, ahiggins@tektronix.com, 503.627.6497

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