

SEGGER appoints Hendrik Sawukajtis as Managing Director

Monheim am Rhein, Germany – May 27th, 2024

SEGGER announces the appointment of Hendrik Sawukajtis as joint Managing Director, effective June 1st, 2024.

SEGGER announces the appointment of Hendrik Sawukajtis as joint Managing Director alongside Managing Director Ivo Geilenbrügge, effective June 1st, 2024. Hendrik will focus on sales, business development, quality management, and finance.

"Hendrik has impressed me with his ability to focus on the tasks at hand while always keeping in mind the future of the company and the industry," says Rolf Segger, founder and chief strategist of SEGGER. "At 26 years old, he is probably the youngest

Managing Director/CEO in the industry. Hendrik is a perfect addition to the SEGGER management team, which strives to balance fresh outlooks with experience and wisdom."

"I am grateful for the confidence that Rolf and Ivo have placed in me," says Hendrik Sawukajtis. "In addition to the market-leading [J-Link debug probes](#), SEGGER has invested for decades to create, develop, and enhance, many excellent [software products](#). We have a highly professional team of Embedded Experts using SEGGER software to develop, test, and run hardware and using SEGGER hardware to verify, program, and test new and updated software. We feel the time is right to tell the industry more about these great products. I am very excited to take on this new role and help shape the future of SEGGER."

With a focus on innovation, quality, and customer satisfaction, SEGGER remains dedicated to delivering cutting-edge solutions for embedded systems.

For more information about SEGGER, please visit the [company history](#) page at www.segger.com.

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About SEGGER

SEGGER Microcontroller GmbH, founded in 1992, has over three decades of experience in embedded systems, producing cutting-edge [RTOS and software libraries](#), J-Link and J-Trace [debug and trace probes](#), a line of [Flasher in-system programmers](#) and [software development tools](#).





SEGGER's all-in-one solution [emPower OS](#) provides an RTOS plus a complete spectrum of software libraries including communication, security, data compression and storage, user interface software and more. Using emPower OS gives developers a head start, benefiting from decades of experience in the industry.

SEGGER's professional embedded development software and tools are simple in design, optimized for embedded systems, and support the entire embedded system development process through affordable, high-quality, flexible and easy-to-use tools.

SEGGER, with headquarters in Germany, also has a U.S. office in the Boston area and branch operations in Silicon Valley, Shanghai, and the UK, plus distributors on most continents, making SEGGER's full product range available worldwide.

For more information on SEGGER, please visit www.segger.com.

Why SEGGER?

In short, SEGGER has a full set of tools for embedded systems, offers support through the entire development process, and has decades of experience as the Embedded Experts.

In addition, SEGGER software is not covered by an open-source or required-attribution license and can be integrated in any commercial or proprietary product, without the obligation to disclose the combined source.

Finally, SEGGER offers stability in an often volatile industry, making SEGGER a very reliable partner for long-term relationships.

For additional information please visit www.segger.com.

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