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**Jasper Design Automation CEO Kathryn Kranen Garners  
Marie R. Pistilli Women in EDA Achievement Award**

*Technology Industry Leader Recognized for Professional Accomplishments and Ability to Inspire*

**BOULDER, Colo.** □ May 9, 2005 □ The organizers of the 42<sup>nd</sup> Design Automation Conference (DAC) today announced that Kathryn Kranen, president and CEO of Jasper Design Automation Inc., will be presented with the prestigious Marie R. Pistilli Women in Electronic Design Automation (EDA) Achievement Award on June 13, 2005 during DAC's Workshop for Women in EDA. The annual award, named for DAC's former organizer Marie Pistilli, recognizes outstanding contributions to the ongoing advancement of women in the EDA industry.

Known for her "no boundaries" philosophy, Kranen has a history of personal and professional excellence that has inspired many other accomplished women and men in the semiconductor industry and related fields. Kranen has more than 15 years of industry experience and a track record for leading uniquely successful EDA companies. Prior to taking the lead role at functional formal verification software provider Jasper Design Automation, Kranen launched

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Verisity Design, Inc., in her capacity as president and CEO. Verisity later became a public company and was recognized as the top-performing IPO of 2001. Prior to Verisity, Kranen rose rapidly through the sales ranks at Quickturn Systems, pioneer of the \$100M microprocessor emulation market, and eventually held the position of vice president of North American Sales. She began her career as a design engineer at Rockwell International after graduating summa cum laude from Texas A&M University with a B.S. in Electrical Engineering.

“Kathryn is a passionate leader who inspires the people she touches,” said Marijo Franklin, founder of the California Leadership Center and renowned executive coach. “She sets an example by producing extraordinary personal results and then moves those around her to do the same. Kathryn has mastered the unusual balance of hard-driving focus and soft-sided personal connection that fulfills the possibilities for a female CEO in a way we have not often seen.”

“I am honored to receive the 2005 Marie R. Pistilli Women in Electronic Design Automation (EDA) Achievement Award,” said Kranen. “I have always believed that great personal success can be achieved by ignoring the limitations that society often places on ambitious individuals. This award pays homage to that philosophy that I hope will continue to inspire both early career and seasoned professionals to achieve even their most aggressive goals.”

### **About the 2005 Workshop for Women in Design Automation**

More than 100 attendees of the 42nd Design Automation Conference (DAC) in Anaheim, California, will gather for the 9<sup>th</sup> Workshop for Women in Design Automation (WWINDA) on Monday, June 13, from 2:00 – 5:00 p.m. to discuss “Cultural Evolution: Keeping Pace with

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Organizational Diversity.” The WWINDA keynote address, “Unlocking the Clubhouse: Women Studying Computer Science,” will be given by Jane Margolis, Ed.D., Research Educationist from UCLA’s Graduate School of Education and Information Studies. Other electronic design automation (EDA) and semiconductor industry executives will share personal experiences and discuss ideas for effectively managing the rapidly changing composition of today’s global workforce.

### **About DAC**

DAC is the annual event where the electronics design community meets for a week-long forum of information exchange on management practices, products, methodologies and processes. Attended by more than 10,500 developers, designers, researchers, managers and engineers from leading electronics companies and universities worldwide, it offers a robust technical program covering the industry’s hottest trends. Its vibrant exhibit floor includes more than 225 companies, many of whom are startups just introducing their first products. The conference is sponsored by the Association for Computing Machinery’s Special Interest Group on Design Automation (ACM/SIGDA), the Circuits and Systems Society and Computer Aided Network Design Technical Committee of the Institute of Electrical and Electronics Engineers (IEEE/CASS/CANDE) and the Electronic Design Automation Consortium (EDA Consortium). More details about DAC are found at: [www.dac.com](http://www.dac.com).

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