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## **Brian Crutcher named chief operating officer of TI**

DALLAS, Jan. 24, 2017 /PRNewswire/ -- Texas Instruments Incorporated (TI) (NASDAQ: TXN) today said Brian Crutcher has been promoted to chief operating officer (COO). Crutcher, 44, is a 21-year veteran of the company and has been executive vice president responsible for all business and sales operations, Kilby Labs and information technology. As COO, he adds oversight of TI's global technology and manufacturing operations to his current duties.

"Brian has an impressive track record of operational and strategic accomplishments," said Rich Templeton, TI's chairman, president and chief executive officer. "Over the past five years, he has driven important business results and strategic initiatives that have made the company stronger. Brian is an exceptionally talented leader whose intelligence, candor, discipline and competitive drive inspire those around him. I look forward to continuing our work together to consistently deliver great new innovations for our customers and sustainably grow free cash flow for our shareholders."

Crutcher joined TI in 1996 and during his first 10 years served in a variety of leadership roles in the sales organization, including vice president in charge of the Americas. He later moved into business operations and at separate times led each of the company's two business segments, Analog and Embedded Processing.

Crutcher earned a Bachelor of Science in electrical engineering from the University of Central Florida and a Master of Business Administration from the University of California, Irvine. He believes in inspiring next generations of engineers through philanthropy and hands-on mentoring, and in 2012 was honored with a Distinguished Alumni Award from the University of Central Florida.

### **About Texas Instruments**

Texas Instruments Incorporated (TI) is a global semiconductor design and manufacturing company that develops analog ICs and embedded processors. By employing the world's brightest minds, TI creates innovations that shape the future of technology. TI is helping more than 100,000 customers transform the future, today. Learn more at [www.ti.com](http://www.ti.com).

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