

## Wireless Power Consortium Names Paul Golden as Vice President of Market Development

*Former CMO of Samsung Mobile USA to lead marketing and brand development for the global organization*

**PISCATAWAY, N.J., February 06, 2017** – The [Wireless Power Consortium](#) (WPC) today announced it has appointed mobile and technology industry veteran Paul Golden as its vice president of Market Development.

In this role, Golden will lead the WPC's efforts to accelerate growth of the global Qi ecosystem (pronounced "chee") and head up programs to drive broader awareness among consumers and to expand relationships with mobile operators, retailers, hoteliers and other technology and consumer brands. He succeeds John Perzow, who continues to consult with the WPC and retired from this role in January 2017 after more than three years helping propel the Qi standard and achieve mass market adoption.

The WPC and its 200+ members have collaborated to make Qi wireless charging the predominant industry standard that it is today with an installed base of more than 200 million products shipped and in the hands of consumers today.

"We look forward to seeing Paul elevate the WPC's marketing efforts to further drive consumer adoption and education, while also expanding how Qi is deployed across automotive, hospitality/travel and new markets through strategic partnerships," said Menno Treffers, WPC Chairman. "In addition, he has proven to be a transformative leader in mobile and consumer sectors for marquee companies and has a reputation for building brands, propelling growth and cultivating change."

Paul co-founded Brand Slam, LLC, a marketing consultancy four years ago, and before this, from 2008 until 2012, served in senior marketing roles including CMO for Samsung's U.S. mobile phone business. He transformed Samsung's marketing approach, helping take the brand to number one in total U.S. mobile phone market share. Furthermore, his innovative marketing strategy and leadership in the creation and launch of the Galaxy brand helped Samsung grow its market share in the critically important U.S. smartphone market by a factor of four during his tenure.

Paul earned his MBA from Kellogg Graduate School of Management at Northwestern University and graduated magna cum laude with a BSBA degree from Drake University.

For more information, visit: [www.wirelesspowerconsortium.com](http://www.wirelesspowerconsortium.com).

### **About the Wireless Power Consortium**

Established in 2008, the Wireless Power Consortium is an open, collaborative standards development group of more than 220 company members based in approximately 23 countries. WPC's members include ASUS, Belkin, Bosch, Canon, ConvenientPower, Dell, Delphi, Haier, HTC, iHome, IKEA, LG, Motorola, mophie, Panasonic, PowerbyProxi, Royal Philips, Samsung, Sony, TDK, Texas Instruments and Verizon Wireless.

These companies -- large and small competitors and ecosystem partners, from all parts of the industry and all parts of the globe -- collaborate for a single purpose: to design and evolve the world's most useful, safe and efficient standard for wireless power.

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