



**Jason Green**  
**Chief Revenue Officer and Executive Vice**  
**President, Portfolio Business Unit**  
**NI**  
**Cedar Park, TX**

Known for revitalizing corporate growth against market and industry obstacles, Jason Green has built influential partnership, customer-centric engagement, global distribution, solution sales, team development, and operations strategies realizing exceptional results at National Instruments (NI) and Maxim Integrated Products. Sought by founders, CEOs, executive teams to contribute big-picture vision, design powerful

growth scenarios and systems, and drive across-the-board transformation, Jason's work has positioned corporations among top market contenders, with newly reenergized talent, lucrative partnerships, M&A growth strategies, operational excellence, and new distribution methods. Well-versed in partnering with Boards and executives to invigorate growth and concentrate on customer needs, he has led results exceeding peer regions and adopted on a worldwide basis.

Most recently the SVP for Global Sales, Support, Services, and Operations at NI, Jason established system-level offerings quickly outpacing peer products and gaining gross margin results, built dynamic and responsive teams, and formed a viable strategic turnaround plan for transformation across the company. As a trusted, pivotal leader in NI's evolution as a Services provider, he enabled new market share through careful positioning in full solutions and software-connected offerings. In his earlier roles as VP of Sales & Marketing and Americas GM, Jason was recruited by the company founder and Board to resolve growth challenges. By developing a Global Sales, support, and operations strategy backed by a customer-focused culture and disciplined execution among 950 reports, he delivered gross margin improvements, increased strategic account volume 92%, and earned an outstanding Great Places to Work index score – eclipsing other multinational companies.

In his previous roles at Maxim Integrated Products, Jason was recruited by the company founder as a direct report, earning a reputation as a prominent go-to leader and rising to VP of Americas Sales & Applications / Global Initiatives & Business Development after serving as VP and Managing Director of Americas Sales & Applications and Global Distribution, and Executive Director, Americas Sales & Applications. Here, he championed a customer engagement process incorporated worldwide, disseminated a proven Americas sales process across Europe and Asia, and headed a \$1B+ Global Distribution organization. Jason's efforts positioned Maxim as the #1 fast-growing analog company, with recognition as NEDA Manufacturer of the Year for Americas

and Fortune-ranked business including Google, Dell, and Motorola.

Jason's earlier positions at Maxim include Area Sales Director, Area Sales Manager, Regional Sales Manager, District Sales Manager, and Account Manager, where he forged relationships at Compaq, Rockwell, and other major accounts. He also built a thriving Global Account Program hailed for strong executive relations and over-goal design wins, including up to 540% 6-year results in a new-market entry strategy.

Jason earned a BS in Business Administration with a minor in Economics from the University of Florida and executive training including the Advanced Management Program at Harvard (Spring 2021), Strategic Leadership from the Stanford Graduate School of Business, and Finance for Executives from the Leavey School of Business at Santa Clara University. He serves on the Advisory Council at the University of Texas McCombs School of Business and Board for STEAM-based learning program organization Thinkery. He is a member of the Technology Advisors Group, Austin Technology Council, Capital Area Food Bank, Habitat for Humanity, and Coats for Kids.