

# Leaders in LED

At the forefront of the LED revolution, Cree is driving technological development in the lighting, power, and radio frequency sectors while capitalising on the strength of its global footprint.

Images courtesy of Cree

In July 2011, Cree announced the appointment of Stephan Greiner as Vice President of its Europe, Middle East, and Asia (EMEA) region. He leads the team from its German regional headquarters and is responsible for the sales of Cree's LED component portfolio, ranging from LED chips and components to module products. Stephan has more than 16 years of experience in the semiconductor sales market and has worked for some of the biggest names in the industry. "After finishing my master's degree in electrical engineering back in 1995, I started my career as an account manager in Siemens Semiconductors, which was mainly focusing on smaller industrial and automotive accounts, with a

product range of microcontrollers and power semiconductors.

"A little later on, I was part of the movement to Infineon Technologies. I took on different roles in the automotive global key account section with a strong focus on power assets, microcontrollers, sensors, and so on. I was given my first team manager responsibilities in this role and effectively managed all aspects of a sales organisation. In 2002, I moved to Osram Opto Semiconductors to help them build up and manage a sales organisation for what they called 'Europe and emerging markets', which was essentially Europe, the Middle East, Africa, and Latin America. This was basically my first step into the opto industry, so

the product focus changed to LED and infrared products, optical sensors, and laser components.

"In 2008, I was recruited by the largest Taiwanese optoelectronics company, Everlight Electronics. I was appointed as their vice president of global sales and managed their global sales organisation from Taipei, Taiwan, with a main focus on LEDs, infrared, and opto couplers for all of the industries you can imagine, which includes consumer goods, computers, backlighting applications, general lighting, and the automotive and industrial sectors. In 2011, Cree, the leading company in LED technology and lighting, asked me to come on board and help them develop their EMEA components business. At >



As featured in  
*The CEO Magazine*  
For more info visit  
[theceomagazine.com](http://theceomagazine.com)



that time, I was open for a new challenge and found the idea of driving the LED lighting revolution absolutely thrilling, so that's why I took that step and accepted the position."

Stephan entered the role during an important period of Cree's history: the company was thriving and preparing to announce the acquisition of Ruud Lighting. "I would say that the biggest challenge was to add success to an already successful company. There was certainly no low-hanging fruit around anymore, so driving change in such a winning environment was definitely a challenge. But this took us through some changes in the organisation and processes here, and I think we did that really successfully over the past few years. That's probably the biggest challenge and also the biggest achievement here. Also, creating focus on the EMEA markets with all their complexities compared to other regions has been a challenge."

Last year was another successful year for the company, with revenue increasing 19 per cent to a record US\$1.4 billion. This growth was spearheaded by the success of Cree's new products in all business segments—LED components and lighting, power, and radio frequency. The trajectory of the business signifies further growth and success for Cree, which is a global ambition for the organisation. "We certainly want to continue the success we've had over the past few years. If you look at the history of Cree, we have a history of growth and it's driven by innovation and ongoing quality service to the market, so we want to continue on that path of success in the future and certainly in EMEA."

Stephan notes the growing adoption of LED technology in the European general lighting sector, particularly since the region's electronics market has historically been dominated by automotive and industry developments. Cree is

"If you look at the history of Cree, we certainly have a history of growth and it's driven by innovation and ongoing quality service to the market, so we definitely want to continue on that path of success in the future."

- Stephan Greiner

leading the LED lighting revolution and making energy-wasting, traditional lighting technologies obsolete through the use of energy-efficient, environmentally friendly LED lighting. As such, the company is a market-leading innovator of lighting-class LEDs and LED lighting. Cree's product families include LED fixtures and bulbs, blue and green LED chips, high-brightness LEDs, as well as lighting-class power LEDs.

Cree solutions are driving improvements in applications such as general illumination, backlighting, electronic signs and signals. In addition, Cree combines its outstanding materials knowledge about silicon carbide, gallium nitride and related compounds with a profound applications and technology know-how to develop and manufacture semiconductor solutions. They are implemented in power and radio frequency (RF) applications such as variable-speed

motors, power-switching devices, and wireless communications.

Cree's strategy of global LED adoption is underpinned by the company's environmental awareness and overarching principles. "Besides integrity and open and clear communication, it's certainly about speed and focus in all aspects. That means speed in decision-making and also in accomplishment. Achieving results is definitely one of the key aspects here, as is permanent innovation in technology and services. Looking particularly at the last few elements, that is the key recipe for driving the LED revolution."

As an international organisation, Cree harvests a very open and supportive culture backed by the strength of its network. "Cree clearly has a culture of getting things done and getting things moving. It's very demanding, for sure, but there is a lot of support for taking things further. There is very good communication across all company levels, and it's very easy for me to get access to all decision-makers and really offer solutions. We have many opportunities to exchange ideas on very sophisticated levels. I would say that's a very fruitful and solution-oriented characteristic of this company."

Another important factor of Cree's success is the company's solution providers and channel partners. Through collaboration with industry leaders, the company can develop leading-edge solutions to suit the growing demands of its customers. "To achieve the best results in performance and cost, which is becoming more and more important in the lighting industry, there is a strong need for comprehensive development. Therefore, we increasingly integrate these partners into our development process, and the same is also valid for support and service offerings.

"So instead of one party trying to provide their own answer to all complexities, we work with specialists that are champions in their areas, which allows Cree to



provide best-in-class solutions to our customers and increases our reach into the market. That includes day-to-day communication with these solutions providers on a technical level. It includes regular summits in our headquarters to exchange ideas and improve processes, and it also includes shared customer visits."

Stephan is hopeful for a bright future as the company continues going from strength to strength while leading the LED revolution. "LED adoption is clearly underway, but it's still in its early days. We believe we can still accelerate that

process and, in the next stage, push the market even further towards 100-per-cent adoption.

"In the next phase, we expect that you'll really have to think about how to solve lighting problems in a completely new way, just because LED technology offers new possibilities. So we need to make it more cost-efficient and come up with totally new, innovative solutions that traditional lighting could not provide in previous years. Cree will be an ongoing leader in that process and, as such, I see a very good future for Cree." •

## LED CONTROL GOES DIGITAL

- CONVERTS DALI SIGNAL TO PWM /0-10V/1-10V
- CONTROLS UP TO SIX DRIVERS WITH ONE DALI ADDRESS
- BUILT-IN RELAY FOR ZERO STANDBY CURRENT
- COMPATIBLE WITH ALL ANALOG OR PWM DIMMABLE LED DRIVERS
- COMPLIANT WITH DALI STANDARDS
- 5 YEAR WARRANTY

**RECOM**  
LIGHTING

