

## Electronics retailer Newegg.com promotes its CEO to vice chairman

Newegg.com, an online retailer of computer components and consumer electronics, has promoted Ken Lam, formerly US CEO, to vice chairman, and named former strategic officer Simon Hsieh as CEO.

Sales at Newegg, founded in 2000, are approaching \$1 billion a year, the company says. Lam has been with the company from the start. "Ken Lam's leadership has guided the growth of the company starting from zero, and has steadily grown the organization to the point where we are today," said Fred Chang, founder and chairman.

Hsieh has held several senior level marketing and operations positions with Newegg. Before joining the company, Hsieh was Vice president of sales and marketing for D-Link Corp.; president of ATM Communications; vice president of Primax Electronics.