

## AMD Reorganises into Two Groups

Written by Marco Attard  
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As parts of its "multi-year transformation" AMD announces a business reorganisation-- previously separate businesses units, global operations and sales organisations will be consolidated into two business groups.



The two business groups are the Computing and Graphics Group (combines client, consumer graphics and professional graphics businesses) and the Enterprise, Embedded and Semi-Custom Business Group (combines server, embedded, dense server and semi-custom businesses). Both groups include related product engineering and sales functions.

The company will implement the new structure on 1 July 2014. Newly promoted COO Dr. Lisa Su will be in charge of implementation.

"During the past two years, we have been successfully executing our three-step strategy to reset, accelerate and ultimately transform AMD," CEO Rory Read says. "Today's announcement represents the next step in our long-term strategic plan to help ensure AMD's operating structure and culture are better aligned to drive consistent growth and profitability by leveraging our leadership IP to create differentiated products that help our customers win across a diversified set of high-growth markets."

AMD was hit by hard times over the past few years, in no small part due to the declining fortunes of the overall PC market. However the company looks to expand into new territories, including dense, energy-efficient ARM-based server chips.

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