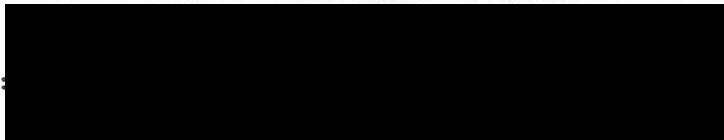


Committee on Energy and Commerce
U.S. House of Representatives
Witness Disclosure Requirement - "Truth in Testimony"
Required by House Rule XI, Clause 2(g)(5)

1. Your Name: Gregory Merritt		
2. Your Title: Vice President, Marketing and Public Affairs		
3. The Entity(ies) You are Representing: Cree, Inc.		
4. Are you testifying on behalf of the Federal, or a State or local government entity?	Yes	No X
5. Please list any Federal grants or contracts, or contracts or payments originating with a foreign government, that you or the entity(ies) you represent have received on or after January 1, 2015. Only grants, contracts, or payments related to the subject matter of the hearing must be listed. NA		
6. Please attach your curriculum vitae to your completed disclosure form.		

Signature:



Date: 11/3/2017

Gregory S. Merritt

SUMMARY Proven communications, marketing and business leader in global technology markets and state and federal government affairs. Successfully led marketing initiatives and government relations programs and developed focused campaigns to achieve market and legislative objectives.

EXPERIENCE

CREE, INC., Durham, NC **2006-Current**
Vice President, Corporate Marketing and Public Affairs **2014-Current**

- Leading government relations at both the federal and state levels to secure regulatory and legislative results to support business objectives.
- Demonstrated success at establishing and nurturing relationships at multiple levels of government and influencing organizations.
- Leading all earned media efforts, social marketing, executive thought leadership, message development and campaign management for the corporation.

Vice President, Lighting Marketing 2012-2014

- At request of Cree CEO, assumed marketing leadership role to reorganize team and establish improved product marketing, industry marketing, sales enablement and marketing communications structure and plans.
- Successfully drove new product introduction, led marketing programs and equipped sales channels to support lighting revenue growth from \$330M to over \$700M annually.
- Continued to lead corporate federal and state government relations efforts to support business goals.

Director/Vice President, Corporate Marketing 2006-2012

- Established corporate marketing function and built team to develop and execute initial Cree marketing and brand campaigns and market development efforts leading to promotion to Vice President, reporting to CEO.
- Established first corporate government relations program, and developed the necessary relationships to establish Cree in Washington, D.C. circles. Senator then President Obama visited Cree twice, in addition to other notable achievements.
- Through innovative marketing programs, such as the LED City and LED Revolution campaigns, built brand and market awareness from near zero to recognized LED market leadership while supporting revenue growth from \$420M to over \$1.2B.
- Developed brand identity and established corporate standards for all marketing efforts, and led all earned, owned and paid media engagements, including agency selection and management.

NEW DOMINION GROUP, LLC, Chapel Hill, NC **2005-2006**
President and Owner

- Established a Marketing and Business Planning consultancy serving primarily small and medium-size private companies.
- Successfully assisted clients with brand management, market entry, business and product planning, marketing planning, product launch and marketing communications.
- Led marketing plan development and initial brand image work at Cree, Inc. leading to a full-time position with the company.

NORTEL NETWORKS INC., Research Triangle Park, NC
Vice President, Global Marketing – Enterprise Networks

1991-2004
2002-2004

- Led marketing for all legacy and emerging product lines, including voice/VoIP, LAN, WAN, Wireless, Storage Area Networks, Security, Messaging and Multimedia and Customer Contact applications representing \$2.5B in annual revenue.
- Managing a marketing team of up to 200 people, achieved global market leadership in multiple segments, such as enterprise telephony, including the introduction of new Voice-over-IP systems, and in customer contact and self-service solutions.
- Implemented new leadership brand campaign throughout the global marketing teams and sales force, including over 30,000 channel partner salespeople, and managed market engagement of customers, analysts and press to successfully deliver our vision and leadership messages.
- Introduced new Wireless LAN, Security and Multimedia Applications portfolios with projected revenues over \$1B, and received industry awards and leadership recognition for each.

Vice President, Service Provider and Carrier Marketing

1998-2002

- Developed new teams to address cross-portfolio business and marketing requirements within the carrier business leading to the acquisition of over \$6B in new business in 2000, and the success of these teams led to the centralization, within my team, of these functions across the corporation.
- Given the task of integrating the Bay Networks acquisition through a new marketing organization to support the global service provider business. Managed marketing of a broad portfolio including ATM / Frame Relay, IP Infrastructure, High-speed access, network management, cable networks and ASP applications with 1999 revenue of over \$2.5B.
- Led the marketing organization in the launch of comprehensive new product lines addressing ATM and IP core networking, High-speed access, Multi-service switching, Virtual Private Networks, Network Management and Cable Networks Communications.

Product Marketing Director for the Passport ATM/IP product line

1996-1998

- Managed all marketing for both the Service Provider and Enterprise markets with annual revenues of \$1B.
- Introduced next generation product portfolios, and achieved market leadership.
- Working with lead customers and our technology primes, successfully proposed three new product and market development opportunities with potential three-year revenues of over \$900M forming the basis for Nortel Networks carrier VoIP market entry, representing one of the most important market opportunities for the corporation.

General Manager of the Cornerstone Data product line

1995-1996

- Managed P&L of this new start-up organization representing potential revenues of over \$600M in Cable Data Networks.
- Led market entry efforts including product launch, sales management and lead customer trials.

Director, Business Development, Broadband Networks

1994-1995

- Identified lead customers, and Managed strategic relationships with target Cable Operators, including TCI, Comcast, Cox Cable and Jones Intercable, for new communications market opportunities.
- The results of this work were a key factor in the corporation's decision to form a new business unit to pursue the opportunities within the cable operator market, and lead to my selection as a business leader in this new unit.

Director, Customer Marketing, Multimedia Communications Systems 1993-1994

- Managed the U.S. carrier and enterprise markets, and organized marketing and sales support programs leading to sales success. Played a key role in establishing Nortel as an innovator and leader in the new, emerging data market.

Senior Manager, Strategic Marketing and Business Development 1991-1993

- Led, as a key member of a small team, Nortel's initial efforts in the Broadband Multimedia market through focused customer contact, market research and marketing activities.
- Recommended new organizational structures and business alliances as well as product development programs with yearly R&D of over \$70M leading directly to the establishment of Multimedia Communications Systems as a dedicated organization within Nortel to address this market.
- Announced Nortel's initial entry into the Broadband Multimedia market through product announcements, trade shows and advertising. Consultant, customer and industry reviews of the announcements and strategies were consistently positive.

BELL NORTHERN RESEARCH, Research Triangle Park, NC 1985-1991
MEMBER OF SCIENTIFIC STAFF to MANAGER

AT&T INFORMATION SYSTEMS / BELL LABORATORIES, Lincroft, New Jersey 1982-1985
MEMBER OF TECHNICAL STAFF

BOARDS AND COMMITTEES

- Board Member, Alliance to Save Energy, Washington, D.C.
- Advisory Board Member, Energy Development and the Global Environment, Duke University
- Member, U.S. Department of Commerce, Renewable Energy and Energy Efficiency Advisory Committee

EDUCATION

University of California-Berkeley, Berkeley, California – M.S., Operations Research 1983

- Completed Masters program in one year including final project

University of Virginia, Charlottesville, Virginia – B.S., Systems Engineering 1982

- Graduated with Honors, Member of Engineering Council, Senior Thesis